



KARELIA'S OMÉ RANGE INCREASES GLOBAL PRESENCE

MENTHOL VERSION LAUNCH A SUCCESS



MAY 2011 – The roll-out of Karelia Tobacco Company's latest variant to their successful Omé superslims range, Omé Menthol (4mg) has proven very successful and the range is now available in more than thirty international duty free and domestic markets including Korea, and very shortly, the domestic market of Japan.

In Singapore this year, buyers will be able to see the custom-designed merchandising units designed to support the brand's image building in duty free and travel retail outlets. Omé cigarettes are packed in a compact "lipstick box" format, containing 20 super slim cigarettes, which will easily fit into the handbag or pocket. Omé is also currently available in 3 versions, Omé (6mg), Omé Menthol (4mg), and Omé Yellow (3mg).

FULL RANGE ON DISPLAY

Internationally renown in more than 70 countries for its high quality blends and distinctive packaging, Karelia offers a full range of products in American and Virginia blends. This year the Company returns to Tax Free Asia Pacific (Stand G1) with its full range: **George Karelias and Sons, Karelia Slims, Karelia Family, Karelia Royal, American Legend, Leader and Omé.**

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