

PRESS RELEASE

For immediate release



Nikolay Vinchev to lead JTI marketing and sales strategies in Bulgaria

Sofia (11 December 2012) Early December 2012, Nikolay Vinchev was appointed as the Consumer and Trade Marketing Manager of JTI Bulgaria. He will manage the Company's brand strategies, marketing investments, distribution channels and consumer activities.

Nikolay has over 13 years of experience in marketing and sales of fast-moving consumer goods. His career so far has been with Coca-Cola Hellenic Bottling Company Bulgaria, where he started in 1999 as a Sales Representative in Sofia. He then went through different positions within the trade structure of the organization. Among them were Sales Manager - Sofia city region and Sales Manager - West Bulgaria. The last position he occupied was Country National Key Accounts Director.

„I am joining the company in a very interesting period. There are major brand development projects progressing. We have made price repositioning for Camel and Winston, and our goal is to further develop them to keep the positive growth trend.“, said Nikolay Vinchev.

Nikolay holds a Master's Degree in Business Administration from the Veliko Tarnovo University. He speaks English and German.

JTI brands in Bulgaria also include Sobranie, LD, More, Benson&Hedges and Old Holborn.

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JTI is a member of the Japan Tobacco Group of Companies (JT), a leading international tobacco product manufacturer. It markets world-renowned brands such as Winston, Mild Seven and Camel. Other international brands include Benson & Hedges, Silk Cut, Sobranie, Glamour and LD. With headquarters in Geneva, Switzerland, and net sales of USD 11.2 billion in the fiscal year ended December 31, 2011, JTI has operations in 120 countries and about 25,000 employees. For more information, visit www.jti.com.