



PRESS RELEASE

For immediate release

Trade marketer from the town of Haskovo among the winners in JTI's regional Bringing Ideas to Life Award

Haskovo (11 January 2013) Kiril Kirilov, JTI Bulgaria trade marketer from Haskovo is among the winners in JTI's (Japan Tobacco International) regional Bringing Ideas to Life Award (BITL). The aim of the annual BITL Award is to recognize the best ideas that have come from employees across the CIS+ Region and that have been brought to life in individual markets. The region includes JTI employees in 22 markets in Eastern Europe, the Balkans, Russia, South Caucasus, Central Asia and Mongolia. Kiril's idea is one of the 11 winning ideas among the 1500 ideas submitted. On 14 January he will be awarded during a special event at JTI's Headquarters in Geneva.

Kiril Kirilov is responsible for merchandising and sales of JTI's products in the towns of Haskovo, Kardzhali and the surrounding area. His idea is to place JTI brand images on the back of point-of-sale pushers to improve management of out of stock, increase shelf efficiency and educate retailers about JTI products. When cigarettes are sold out, sales assistants and distributor representatives know which brands to order and where to place them.

"In outlets where the idea was implemented, we registered a significant decrease of out of stock levels and our plans were much more accurate," said Kirilov.

„JTI is a leading employer, which encourages its employees to create ideas for better performance and efficiency of the company and rewards their contribution. The fact that Kiril is among the 11 awarded in a region where JTI employs more than 10,000 people is a great pride for the Bulgarian team“, said Vladislav Mihov, JTI Bulgaria Country Manager.

JTI is a leading international tobacco company that markets its brands in over 120 countries globally. In Bulgaria JTI is presented with Camel, Winston, 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.