

PRESS RELEASE

For immediate release



JTI's innovative LSS technology decreases tobacco smoke smell *Cigarettes produced with this technology available for the first time in Bulgaria*

Sofia (7 February 2013) JTI launched a unique innovative technology, **Less Smoke Smell (LSS)**, which decreases the tobacco smoke smell from cigarettes, for the first time in Bulgaria. With this technology less smoke smell remains in the ambient air compared to conventional cigarettes. The LSS technology is developed by leading tobacco company Japan Tobacco (JT), whose international business outside Japan is run by Japan Tobacco International (JTI).

„With this new innovative technology we want to differentiate our products. We continuously adapt to changing consumer needs“, said Vladislav Mihov, JTI Bulgaria Country Manager.

Cigarettes produced with Less Smoke Smell technology have been made available on the Bulgarian market since December 2012. By introducing this innovation, JTI responds to consumer preferences and aligns itself with new market trends. The LSS technology was developed following extensive research of smoke smell components.

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.