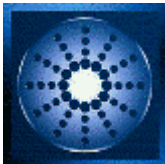




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Press Release

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TOUCH, SEE, HEAR, SMELL AND TASTE THE NEW SENSORY FILTER RANGE FROM FILTRONA

Filtrona Filter Products, leading independent supplier of innovative specialist filters to the tobacco industry, has launched a new range of filters called the Sensory Range. Filters in the new range have features which appeal to one or more of the senses, enabling cigarette manufacturers to create a smoking sensation as individual as their customers. The Sensory Range includes products that are a prime example of consumer relevant innovation and personal interaction being made available through the use of new flavour and sensory delivery mechanisms.

Filtrona is launching two new filters within the Sensory Range: the Sensation filter and the Strand filter. The Sensation Filter engages with the senses of touch, hearing, smell and taste due to a small capsule embedded inside each tip which contains a flavoured liquid additive with a controlled flavour load. On squeezing the filter, the capsule bursts with an audible 'pop' sound and the odour and flavor are released. The capsule can be crushed at any point during smoking of the cigarette – at the start for continuous flavouring for example, near the end, or not at all. It is down to the individual's choice. This enables cigarette manufacturers to provide their customers with the freedom to create a new sensation exactly when they want it, depending on the taste experience preferred. There is also the option to produce a dual segment filter which allows manufacturers to combine the sensory benefits of the Sensation Filter with other additives, such as activated carbon.



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The Strand Filter is the other new filter in the Sensory Range and engages with the senses of sight and taste and is the latest innovation in flavoured filters. The filter has a patented acetate thread, which can be varied in thickness from a diameter of under one millimeter, up to several millimeters. The thread runs through the centre of the filter and can be shaped, like a star or half moon for example, and made in a variety of colours. The flexible shaping and colouring process means that a range of options can be created according to the cigarette manufacturer's specific requirements. The thread can also be seen at the mouth end of the filter providing manufacturers with additional brand differentiation opportunities and benefits.

The Sensory Range also includes Filtrona's existing technologies for adding flavour, such as threads and cavities, which can deliver an extensive range of smells and tastes.

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