



PRESS RELEASE
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General Cigar prevails in trademark infringement and counterfeiting suit relating to "COHIBA Caribbean's Finest" cigars and rum

Richmond, VA — General Cigar Co. Inc. announced today that the United States District Court for the District of Nevada has ruled in its favor, granting its motion for summary judgment, awarding damages and permanently prohibiting the import, marketing, distribution and sale of infringing "COHIBA Caribbean's Finest" cigars and rum.

General Cigar prevailed on its claims which held the defendants liable for trademark infringement, dilution, counterfeiting, unlawful importation, unfair competition and cybersquatting. As a result, the court awarded General Cigar a permanent injunction, plus compensatory and treble damages.

According to Gerry Roerty, vice president and general counsel of General Cigar, "As the only legitimate owner of the COHIBA® mark in the U.S., we were confident that we would prevail in this case. We believe that the District Court of Nevada's ruling sends a strong message to those who continue to make false representations to consumers regarding the COHIBA® brand."

The granting of General Cigar's summary judgment motion resolves a lawsuit it commenced in 2006 as part of the company's ongoing nationwide efforts to aggressively investigate, pursue and eliminate infringing and counterfeit versions of its products from the marketplace.

General Cigar continues to retain a special task force consisting of attorneys and a team of private investigators from across the United States to assist it in its trademark enforcement efforts.

General Cigar is represented by William W. Robertson, John F. Olsen and Owen J. McKeon of Robertson, Freilich, Bruno & Cohen, LLC of Newark, New Jersey and Kristina M. Pickering of Morris Pickering & Peterson of Las Vegas, Nevada.

COHIBA® premium cigars are handcrafted in the Dominican Republic and are a favorite among cigar connoisseurs.

About General Cigar

General Cigar Co. Inc., a subsidiary of Swedish Match, manufactures and markets handcrafted cigars for the premium market. Committed to delivering cigars of the finest quality, General Cigar produces Macanudo®, Partagas®, COHIBA®, Punch®, Excalibur®, Hoyo de Monterrey®, La

Gloria Cubana® and several other leading premium brands. In addition, the company grows its own premium Connecticut Shade wrapper tobacco, as well as natural and candela wrapper in the Dominican Republic. General Cigar also operates Club Macanudo®, a cigar bar in New York City. Based in Richmond, Virginia, General Cigar sells through tobacconists nationwide. For more information, please visit www.cigarworld.com

® COHIBA, Macanudo, Partagas, Punch, Excalibur, Hoyo de Monterrey, La Gloria Cubana and Club Macanudo are registered trademarks of General Cigar Co. Inc.

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