

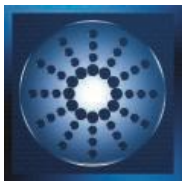


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Press Release

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NEW DIAMOND MENTHOL THREAD FILTER FROM FILTRONA OFFERS A COOLER VIEW

Filtrona Filter Products has launched Diamond Menthol Thread, an innovative new menthol flavoured filter for both cigarette and RYO manufacturers. Diamond Menthol Thread is the latest addition to Filtrona's Sensory Range and has a patented design which incorporates a coloured thread made from cellulose acetate through the centre of the filter. This gives the filter a unique end appearance and offers visual differentiation, as well as conveying a strong visual indicator of menthol flavouring to consumers.

Diamond Menthol Thread offers distinct benefits to manufacturers in both the cigarette and RYO markets. For cigarette manufacturers for example, it can be used as the end segment of a multi segment filter, to communicate the taste of menthol to end users. Additionally, as Diamond Menthol Thread is made from non-wrapped acetate (NWA), the filter incorporates less paper. When combined into a multi segment filter, it also provides a neater and more appealing end appearance.

For the RYO market, the filter is available in both loose tip and pop-a-tip format, and offers RYO users an effective and simple way to apply the fresh taste of menthol to tobacco, whilst also providing RYO manufacturers with a way to visually differentiate their brand. The tips can also be placed in a pouch to flavour the tobacco leaf itself. The NWA design of the Diamond Menthol Thread filter also means it can be very easily rolled into RYO cigarettes, as the rougher outer surface prevents slippage during rolling.



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Chris Franklin, Innovation and New Business Development Director, further explained the advantages: "Diamond Menthol Thread represents yet another market first for Filtrona and offers our cigarette and RYO customers a fantastic mechanism to offer consumers the cool taste of menthol in a distinctive and visually creative way".

Diamond Menthol Thread is available in Standard, Slim and Super Slim variants. For RYO manufacturers, Diamond Menthol Thread is also available packaged in high quality, retail-ready, customer-branded bags or boxes, in any conceivable shape or size, including unusual and novelty designs directly from Filtrona. This new service, which was launched in September 2011, means that Filtrona can also arrange for the packaged products to be delivered to any distribution centre the customer requests and its global footprint and multiple locations mean the entire service is very cost competitive.

For further information please visit: <http://www.filtronafilters.com/diamondmentholthread>

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Editor's notes:

Filtrona Filter Products

Filtrona Filter Products, part of Filtrona plc, is the world's leading independent supplier of innovative special filters for the tobacco industry. The company has been developing filters since filtered cigarettes first became popular in the 1950s and is highly focused on staying one step ahead of the market. As legislation becomes more stringent, and the industry demands filters that are able to ensure a precise level of tar and nicotine yield, so Filtrona is ideally placed to provide the optimum solution.

With 9 strategically-located manufacturing facilities around the globe, Filtrona's unparalleled expertise, resources and breadth of vision enables it to deliver high quality, cost effective filter solutions to any customer, anywhere in the world.



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To find out more about Filtrona Filter Products, its services and its highly innovative product line-up, visit the company's website at www.filtronafilters.com

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