

HABANOS PRESENTS THE NEW VITOLA H. UPMANN HALF CORONA

- This new vitola will allow for the enjoyment of a whole Habano in any circumstance due to its accessible format and also for those who initiate themselves in the extraordinary world of the Habano
- H. Upmann Half Corona is the second launching before the incorporation of the new Serie E in the Partagás brand and the expand of their emblematic Serie D, which were tasted at the Welcoming Evening
- The Festival will be closed this Friday with the most awaited presentation of the year: the new Montecristo No. 2 Gran Reserva Cosecha 2005, the first Gran Reserva of the brand with limited production of 5000 numbered boxes

Havana, 23 of February.- More than 1.200 cigar aficionados from more than 70 countries will be delighted tonight with the second vitola that the most important tobacco event in the world presents, the XIII Habanos Festival: H. Upmann Half Corona. A Habano that due to its accessible format will allow the enjoyment in any circumstance. The presentation will be tonight at the H. Upmann Evening, an event that will be hold at El Laguito, guided by musician Pancho Amat, awarded with Cuba's national prize 2010. Participants such as David Blanco will also attend, among others.

H. Upmann Half Corona is a new vitola (44 ring gauge x 90 mm length) in agreement with the current circumstances for many Habano aficionados or for those who are interested in the world of the Habanos. Many prefer a short-sized cigar as a solution to the little time and scarce available places to smoke, without giving up the fullness of sensations that a Habano can offer.

This format that is incorporated to the H. Upmann brand is an invitation to a short smoke of a pleasant blend. H. Upmann Half Corona presents a smooth to medium *fortaleza*, being very aromatic and of a balanced flavor. For which it is ideal for those who initiate themselves in the extraordinary world of the Habano.

Habanos s.a. has reserved for the Gala Evening the presentation of Montecristo No. 2 Gran Reserva Cosecha 2005, the first Gran Reserva available in the brand with an exclusive and unique limited production. For the production of this Gran Reserva of Montecristo, the best tobacco leaves were selected from Vuelta Abajo, Cuba, and were aged during a long and careful process of at least 5 years.

Among the Festival activities, it should be highlighted due to its novelty the first Blind Tasting of Habanos, whose preliminary phase was hold on Tuesday, 22 of February. A panel of experts proceeded to try three Habanos blindly and must identify what Factory Name is each one only through the sense of touch. Secondly, the panel consecutively smoked each Habano but without any external element that may distinguish them in order to try to identify to which brand of Habanos each one of the 3 Factory Name belongs. From twenty participants that know very well the Habanos, only five tasters and one *sumiller* were classified. The vitolas tasted were Partagás Serie D No.4, H. Upmann Petit Corona and Romeo y Julieta Petit Princess. The final will be held this Thursday.

The Habanosommelier International Contest, already celebrating its tenth edition, has already finalists. The participants who represent Cuba, Unit Arab Emirates and Spain will compete this Friday in the final, moment where it will be also known the winner of the Blind Tasting of Habanos.

The XIII Habanos Festival was officially opened on Monday with the presentation of Habanos s.a launchings for 2011 at the Havana Grand Theatre. The night came to an end with a one-and-only concert by Cuban composer Leo Brouwer and his guests: lutenist Edin Karamazov and Cordoba-born guitarist José Manuel Hierro, among others artists. Personalities such as the actor and painter Jorge Perugorria, great *aficionado* of Habanos, attended to the event. Jorge Luis Fernández Maique and Buenaventura Jiménez Sánchez-Cañete, both co-presidents of Habanos s.a., highlighted the positive results in the sale of Premium cigars despite the tough international context that faces the company. Ana López, director of Marketing for Habanos s.a., presented the launchings of this Festival, including the new Serie E of Partagás and the expansion of the renowned Serie D of the brand, which were delighted last Monday.

Corporación Habanos s.a.

Corporación Habanos s.a., world leader in the premium cigar market, sells Habanos in both Cuba and the rest of the world. To this end it has an **exclusive distribution network**, with presence in **more than 150 countries** across the five continents.

Habanos s.a. currently distributes a range of products under 27 brand names, including **Cohiba, Montecristo, Romeo y Julieta, Partagás, Hoyo de Monterrey, H. Upmann, Punch, San Cristóbal de la Habana, Trinidad and Bolívar**. For more information visit www.habanos.com.

For press information:

Habanos s.a.: José Antonio Candia (jacandia@habanos.cu, +535 279 81 58)
Ogilvy PR: Ana Martín-Cleto (ana.martincleto@ogilvy.com, +34 610 53 27 47 / +535 279 81 55)
Inmaculada Vela (inmaculada.vela@ogilvy.com, +34 620 81 31 39)