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April 23, 2007

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Tobacco Technology, Inc. Introduces Innovative Flavor Substitute

Eldersburg, Maryland: Tobacco Technology, Inc., (TTI), a global tobacco flavoring house, has announced the development and release of an innovative substitute for the ever popular licorice. Timing of this new product coincides with TTI's participation in the World Tobacco Middle East exhibition.

Industry veterans will appreciate the importance and availability of this new product which is applied in casings at a 1:2 ratio of natural licorice. In other words, by using TTI's substitute, customers will be able to replace each pound of natural licorice with one-half pound of TTI's licorice substitute and lower their blend casing cost. Among its unique qualities, TTI's product is in liquid form versus powder or pellet forms of licorice, thus its application is easier throughout the manufacturing process. With reduced volume needed, customers will also realize freight cost savings. TTI also assures manufacturers that this substitute will have the same taste and aroma effect in the blend as regular licorice so there would not be any changes to the final product if a customer switches to TTI's licorice substitute. Already, some of TTI's global customers have trialed the product and found it effective. Jack Rothenhoefer, Sr. Flavorist comments, "TTI is committed to continually finding both new flavor applications and ways to make business easier and more cost effective for its customers. We are pleased to have developed this important substitute for such a popular and classic tobacco flavor."

TTI's headquarters is in Eldersburg, Maryland, outside Baltimore, Maryland, USA, and the Asia Pacific office is based in Shanghai, PRC. It is a privately owned flavor house dedicated exclusively to all aspects of the global tobacco flavoring business. TTI is staffed by experienced scientists and industry leaders committed to developing custom and widely accepted signature flavor images for its clients' products including cigarettes, cigars, pipes, waterpipes, snuff, snus, and a wide range of specialty products. TTI is a member of the Tobacco Merchants Association (TMA) among other industry affiliations. TTI can be found on the World Wide Web at www.tobaccotech.com.