

# *Cuban Montecristo Cigars Are Big Hit in Southern Cone*

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Buenos Aires, December 15 (Prensa Latina)-- The Montecristo Media Corona, Montecristo Petit No. 2, and Montecristo 80th Anniversary cigars are making a big impact on the market in the Southern Cone due to their exquisiteness, according to Abdelasis Pita, corporate director of Pure Cigar S.A. and representative of Habanos S.A. for Argentina, Chile and Uruguay.

Media Corona, Petit No. 2, 80th Anniversary and Churchills Añejados are the Montecristo cigar bands that were new features this year in the trading network of those three South American countries, to which Partagas Maduro No.1, H. Upmann Magnum 56, and Romeo y Julieta Wide Churchills Reserve are joined.

Pita stated that as an additional offer, the Ramon Allones Club brand is also available in Chile. Pure Cigar S.A. is the exclusive distributor of Habanos S.A. for Argentina, Chile and Uruguay since the company was founded in 1990. It is responsible for importing and marketing the famous Habano cigars in those three countries, covering the domestic market and the Duty Free shops, its corporate director explained.

"We sell the vast majority of Habano cigars brands in all formats, and we are the leading company in the sector, covering 79 percent of market share," Pita said. He was accompanied by his Argentinean partner, Favio Ivan Palazzi, general director of Pure Cigar S.A., in interviews with Prensa Latina news agency.

The company has more than 400 points of sales, including two Casa del Habano franchises in Buenos Aires and another in Santiago de Chile, eight specialists in Habano cigars and six Habanos Point.

Both executives commented that as part of the marketing work, they develop promotional activities, always within the framework of the Anti-smoking Law, which allows them to interact with their customers "in the pleasure of smoking cigars."

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