

TTI Rolls out New Print Ad Campaign

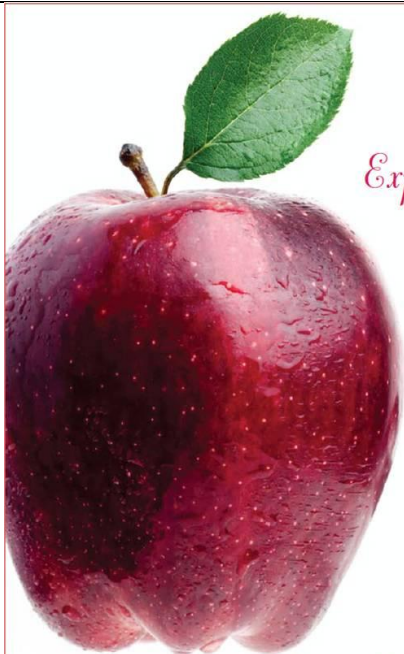
May 10, 2010 - Eldersburg, Maryland: As Tobacco Technology, Inc., (TTI) marks its 35th year as a global tobacco flavoring house, it has launched a new advertising campaign to reinforce its commitment to the tobacco flavoring industry.

TTI has continued to build on its reputation and industry commitment through a combination of advertising, trade show attendance, and on site visits by its sales team. The print advertising program was launched in 2005 along with its website and has evolved to a new, fresh and bold look and for the first time - in full page ads.

The new series of four ads kicked off with a tantalizing apple with simple, but powerful copy “Experienced to the Core” and will be followed by an exquisite floral visual accompanied by the words, “Sensational Flavor Creations.” The second half of the year will speak to “Spices” and “Fusion” – to add to TTI’s unique portfolio of flavoring products.

“The series not only emphasizes our core capability – Creating unique flavors to distinguish your products in the marketplace – but also speaks to TTI’s innovative capabilities,” comments Tom Cravotta, President of TTI.

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. TTI is a member of the Tobacco Merchants Association (TMA) among other industry groups. TTI can be found on the World Wide Web at www.tobaccotech.com.



Experienced
to the core.

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flavor creations.


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Spice it up
with a unique blend.



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Infused
with imagination.



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