

June 1, 2009

Smoker Friendly International is proud to have Baja Beach Co. join the Authorized Dealer Program.

Smoker Friendly International proudly announced the signing of Baja Beach Co. located in Mills, Wyoming. This store now carries the exclusive line of the SF®/Smoker Friendly® Tobacco Brand Family. Owner, Lonn Peterson purchased his property four years ago and decided to bring a little California to Wyoming in this Bar and Grill with a package and drive through liquor combination. Lonn continues to try new venues and decided to expand into the tobacco business with the Smoker Friendly brand as his private label.

With over 600 stores across the United States, **Smoker Friendly®** is America's largest cigarette and tobacco store (CTS) retailer. **The Smoker Friendly® Authorized Dealer Program** is designed for existing retail tobacco store operators who wish to market their own brand of competitively priced private label products within an exclusive territory that is geographically protected. This program is for the tobacco retailer who would like: the advantages of a buying group, desires more interaction with other cigarette and tobacco store retailers including information and idea sharing, clout with manufacturers, and the greater synergies that a nationally known private label brand like **Smoker Friendly®** provides. If you are interested in the Smoker Friendly Authorized Dealer program please contact Kathleen Gallagher at 303-442-2520 extension 225 or email kgallagher@smokerfriendly.com.

