



For Immediate Release:

**The 13<sup>th</sup> Annual Smoker Friendly International Conference & Tobacco Festival**

**August 31<sup>st</sup> – September 2<sup>nd</sup> 2009**

**The Millennium Harvest House Boulder, Colorado**

Come on out west! The Smoker Friendly Conference and Tobacco Festival is right around the corner. Smoker Friendly International is the largest group of Tobacco Stores in the country representing over 700 stores, and this is the premiere tobacco event of the summer. Industry and Legislative updates will come from industry experts such as, Robert Stowe, Sr. VP of Trade Marketing RJ Reynolds Tobacco Co., Dan Carr, President of General Cigar, Larry Wexler, President of National Tobacco, Bhavani Parameswar, CEO of King Maker Marketing, Tom Briant, Director of the National Association of Tobacco Outlets, Chris McCalla, Legislative Director of the IPCPR, David Riser, Vice President External Relations, RJ Reynolds Tobacco Co., we've secured Paul Rueter, CEO CSP Information Group as our Industry Panel moderator, and Farrell Delman President of TMA as our Legislative Panel moderator.

2009 has shaped up to be an exciting yet tumultuous year for the Tobacco Industry as a whole. This is an event and a group that truly believes there is a future for these commodities, and we can provide tobacco pleasure for adult consumers!

For information on showing your goods at the Tobacco Festival or for information on the Smoker Friendly Authorized Dealer program contact:

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