

FOR IMMEDIATE RELEASE

FEBRUARY 2010

MONTECRISTO RELIEF ORGANIZATION EXTENDS FUNDRAISING DEADLINE FOR HAITI EARTHQUAKE VICTIMS

The Montecristo Relief Organization is extremely gratified by the response to its donation-matching program. Checks keep pouring in, and Altadis U.S.A. retailers are continuing to schedule fundraising events. Therefore, the Organization is pleased to announce that it has extended the deadline of its donation-matching program until March 15th.

The Montecristo Relief Organization is close to its goal of raising \$250,000 by matching the first \$125,000 in contributions made by Altadis U.S.A. employees, retailers, consumers and vendors. This is in addition to the \$25,000 donated by the Organization immediately after the disaster. All funds are going directly to Food For the Poor, which is providing desperately needed food and water as well as other assistance to victims on an ongoing basis.

If you would like to contribute and have your donation matched by the Montecristo Relief Organization, please send your check made payable to Food For the Poor to:

Montecristo Relief Organization, Haiti Earthquake Relief

c/o Altadis U.S.A.

PO Box 407179

Fort Lauderdale, FL 33340-7166

The Montecristo Relief Organization was established in 1999 by Altadis U.S.A. after several devastating hurricanes swept through the Caribbean killing thousands of people, injuring millions and causing unimaginable suffering. Since its inception the Montecristo Relief Organization has donated millions of dollars to build homes, schools, medical facilities and provide scholarships and economic opportunities to victims of natural disasters.

For more information, contact Janelle Rosenfeld at (954) 938-7837 or jrosenfeld@altadisusa.com.

