



# N E W S   R E L E A S E

May 12, 2009

## **Prime Time International Co. Introduces Prime Time Watermelon... All Flavor, No Seeds!**

PTIC is welcoming the warmer months by adding the perfect springtime flavor to its extensive Prime Time lineup – Watermelon. Prime Time Little Cigars feature a flavorfully smooth smoke, with just a hint of sweetness, that makes them “America’s Favorite Flavored Little Cigars,” and one of the fastest-growing brands in the industry. The new Watermelon flavor is sure to continue this growth trend and be a big hit with discriminating consumers wanting to try something new.

Prime Time Watermelon is now available in Little Cigar Singles, 10 ct. Hard Packs, and 20 ct. Hard Packs & Cartons; and Large Cigar Singles, and 20 ct. Soft Packs & Cartons.

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