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Press Release

CROWNED HEADS PARTNERS WITH E.P. CARRILLO CIGAR CO.

Tabacalera La Alianza S.A. To Produce "Four Kicks"

Nashville, August 4, 2011: Crowned Heads LLC, the Nashville-based premium cigar company committed to producing cigars of artisanal quality, announced today that it has partnered with E.P. Carrillo Cigar Co. to produce the first Crowned Heads brand. The cigar brand, "Four Kicks," will be manufactured at Tabacalera La Alianza S.A. under the supervision of one of the cigar industry's true icons, Ernesto Perez-Carrillo.

The partnership not only marks the first brand release from the Nashville-based company, but it is also the first time in Perez-Carrillo's distinguished 40+ year career that he has agreed to partner with a company outside of his own to produce a new cigar brand. "Ernesto's career and tobacco knowledge is nothing short of legendary," said Crowned Heads' Mike Conder, "and we are honored that he has opened his factory to us and shared his expertise." Crowned Heads' Jon Huber commented, "Four Kicks' is a concept that has been with me for over a year now. After an intensive 6 month search of the best cigar-makers in the business, it became clear to us that Ernesto was the choice to bring our vision to fruition." Perez-Carrillo stated, "From our first meeting, it was clear that Jon and Mike shared our passion – to create a distinctive boutique brand that emphasizes quality over quantity. I've personally known Mike and Jon for a long time, and my family and I could not be more excited about working with them on Four Kicks."

Packaged in 24-count boxes, Four Kicks will be available in four shapes: Corona Gorda (5 5/8" x 46), Robusto (5" x 50), Sublime (6" x 54), and Piramide (6 1/8" x 52). The suggested retail price will range from \$6.95 to \$8.65 per cigar.

Founded in January, 2011, Crowned Heads, LLC is a premium cigar company committed to producing cigars of artisanal quality that are defined by a combination of excellent flavor, balance, and consistency. Operated by cigar industry veterans, Mike Conder and Jon Huber, the Crowned Heads staff has over 50 years of combined experience in the premium cigar business.