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**Taboca A/S Names Richard C. Cutler Executive Vice President, Business Development**

/24-7PressRelease/ - OSLO NORWAY - November 20, 2006 - Taboca A/S today announced that Richard C. Cutler has joined the company as executive vice president, business development.

Taboca A/S, headquartered in Oslo, is a marketer of premium snus tobacco products.

Cutler will be responsible for creating a foundation for the successful launch and continued development of Taboca's smokeless tobacco business in North America.

"We are delighted to have Rich join our executive management team at Taboca," said CEO Darren Quinn. "His more than 30 years of proven experience in the tobacco industry will further ensure successful product introductions and sales growth throughout the North American market and beyond. His outstanding reputation in the tobacco industry, coupled with his strength in business development, strategic planning, sales and marketing, and product development will further enhance our company's commitment to creating a foundation for success," Quinn said.

Cutler joins Taboca from R.C. Cutler & Co., a management consulting firm specializing in "go to market" strategies for tobacco manufacturers and marketers in the United States. Prior to R.C. Cutler & Co., he spent more than 25 years at U.S. Smokeless Tobacco Company, where he served as vice president, strategic planning & business development.

Cutler holds a Bachelor's degree in accounting from St. John's University and a Master's degree in finance from Iona College. He currently resides in Connecticut with his wife Robyn.

Taboca's manufacturing and product development is conducted by its wholly owned subsidiary, Nordic Snus Manufacturing AB, located in Gotland, Sweden.

The company has secured the global right to use the world famous cigar trademarks of Montecristo and Romeo y Julieta within their snus (smokeless tobacco) product portfolio.

For more information please visit our website at: [www.taboca-as.com](http://www.taboca-as.com)

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