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FROM: IMPERIAL TOBACCO COMPANY OF CANADA LIMITED, MONTREAL
CONTACT: M. A. DANN (514) 932-6161 (Office)
(514) 637-5094 (Home)

Reflecting its growth as a multi-divisional company, Imperial Tobacco Company of Canada Limited today announced a new corporate structure. According to President John M. Keith, the concept involves the setting-up of its tobacco operations under the name of Imperial Tobacco Products Limited.

The Board of Directors of Imperial Tobacco Company of Canada Limited will constitute the corporate management team for the multi-divisional organization. "Its responsibilities will be to provide necessary corporate guidelines for all the companies under the corporate umbrella and to respond to their needs," Mr. Keith said.

In Imperial Tobacco Products Limited, a new structure and management team will be given a greater degree of operational responsibility while maintaining the opportunity to draw upon corporate services.

Mr. Keith pointed out that the corporate umbrella now covers substantial investments in wine, foil processing, retailing and, more recently, food processing in the United States.

"At the same time," he said, "our major involvement in tobacco has not diminished but continues to grow.

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