

PRESS RELEASE

FOR IMMEDIATE RELEASE

DALTON, PA. Jordan Alexander III Premium Cigar Company officially announces a rebranding of the company to include a new logo, band, and release. The new logo, which will be incorporated into future releases and marketing materials, can be seen attached to this release. Replacing the original “lions and crest” logo, this design exemplifies the family tradition theme of JA3Cigars. The rebranding logo is based on the Alexander Family Coat of Arms.

Partnered with the rebranding of the company, JA3Cigars is proud to officially announce a new blend produced through the Quesada Cigar Factory, expected to be released mid-Fall of 2014. Replacing the current corajo blend, the new release (known as the Jordan Alexander III Corajo) is constructed with a Dominican Corajo wrapper, Dominican binder, with Dominican and Nicaraguan filler. The Jordan Alexander III Corajo will be available in four vitolas; robusto (5 ½ x 54), toro (6 x 52), double toro (6x60), and belicoso (6 x 52). All vitols except the belicoso will feature a pigtail cap. The new release will feature a new band, incorporating the “Alexander Coat of Arms” logo, which will be unveiled with the release.

Retailers interested in carrying the Jordan Alexander III Corajo are asked to contact Sales@JordanAlexanderIII.com or call 1-866-216-3349. Shipment priorities are given to current retailers and are first come, first serve. Reviewers interested in pre-release samples and/or release samples are asked to contact Alex@JordanAlexanderIII.com.

The previously carried corajo, along with the original band and logo, will be discontinued at the release of the Jordan Alexander III Corajo. Current retailers wishing to maintain stock of our previously released blend are asked to contact Sales@JordanAlexanderIII.com regarding limited production options.

Questions regarding this announcement and requests for digital files of the new logo or permissions can be directed to Alexander Miller at Alex@JordanAlexanderIII.com or at (570) 335-3143.

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New Logo:



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