



**Davidoff to Announce Details of New Art Initiative at
Art Basel Miami Beach**

***Premier Swiss cigar brand to host press conference in the Miami Beach Botanical Garden on
Thursday afternoon, December 6, 2012 at 5:00 PM***

Sales from the Davidoff Lounge to be dedicated to funding the art initiative

Basel, CH, November 13, 2012– The Oettinger Davidoff Group, headquartered in Basel, Switzerland, will discuss new details of the development of its international Davidoff Art Initiative at Art Basel Miami Beach. This is the first year that Davidoff Cigars is partnering with the prestigious contemporary art fair as an associate sponsor. Details of the Davidoff Art Initiative will be discussed Thursday afternoon, December 6, 2012, 5:00 PM, at a press conference in the Miami Beach Botanical Garden (Banyan Room). The new Davidoff Art Initiative, plans for which were made public at Art Basel in June 2012, will extend Davidoff's commitment to visual art well beyond its current art-fair sponsorship. Most of the activities will focus on supporting art and artists of the Dominican Republic and the Caribbean region.

Davidoff's dedication to traditions of handcrafted products serves as an impetus for engaging more deeply with contemporary art. Davidoff's commitment to artistry, inspired craftsmanship, community, elegance, and quality will translate to its Art Initiative in the form of collaborations with artists and established arts organizations, providing informed advice and expert partner relationships for the program. The Davidoff Art Initiative will be closely linked to the Dominican Republic, where Davidoff cigars are crafted, enriching the company's engagement with the culture and community of the country. The centerpiece of the initiative will be the Davidoff Residency, which will offer residency opportunities for international artists in the Dominican Republic, and for Dominican and Caribbean artists in selected leading artist residency programs worldwide.

Hans-Kristian Hoejsgaard, President and CEO of Oettinger Davidoff Group, said, "We are very happy with our long-term partnership with Art Basel, and we are particularly pleased to now extend our involvement in the art world beyond the show. Through the new art activities and the partnerships involved in the Art Initiative, Davidoff can make an important contribution to the



visual arts in the Caribbean in general and the Dominican Republic in particular. Our close relationship with Art Basel has been an inspiration for us to take this next step.”

Art Basel’s Director Marc Spiegler noted, “Davidoff’s participation as an associate sponsor is very valuable to our shows in Miami Beach, Basel, and soon, Hong Kong. We are pleased that Davidoff is expanding its involvement beyond Art Basel to undertake a broader art initiative that will benefit artists and organizations in the Caribbean.”

During the Fair, Davidoff will operate a 100 square meter (approx. 1,000 sq. ft.) VIP hospitality space inside the Art Collectors Lounge. This Davidoff Lounge will feature a walk-in humidor and a master cigar roller from the Dominican Republic, who will demonstrate the art of blending and rolling of a Davidoff cigar. An additional outdoor Cigar Lounge will be situated in the Miami Beach Botanical Garden, offering fair visitors a relaxed venue for discussion, reflection, and enjoyment of a fine cigar. All sales from the lounge will be dedicated to supporting the new Davidoff Art Initiative.

A Century of Davidoff

The Davidoff Flagship Store in Geneva celebrated its 100th anniversary in 2011. Henri Davidoff, who emigrated from Kiev to Switzerland at a time of political unrest, opened his first tobacco store in Geneva in 1911, laying the foundations for today’s worldwide network of 65 Davidoff Flagship Stores. Henri’s son, Zino Davidoff, learned the tobacco trade from the ground up. He resided for several years in Central and South America to deepen his knowledge of tobacco and cigar making. In 1930, he returned to Switzerland and thereafter successfully managed the business over four decades. Zino Davidoff transferred the family business to the Oettinger Group in 1970.

Davidoff appeals to connoisseurs all over the world who seek to embrace *The Good Life* – the art of living and pleasure. The premium brand Davidoff stands for a culture of conscious enjoyment and reflection in today’s hectic world. Enjoyment of beautiful and precious things, the embrace of pleasure and of life itself, unites Davidoff with people all around the world who have come to appreciate our superior products and who expect the highest quality every day – a promise Davidoff has kept for over a century.



Art Basel

Art Basel stages the world's premier art shows for modern and contemporary works, sited in Basel, Hong Kong, and Miami Beach. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition. In addition to ambitious stands featuring leading galleries from around the globe, each show's singular exhibition sectors spotlight the latest developments in the visual arts, offering visitors new ideas, new inspiration, and new contacts in the art world.

The Oettinger Davidoff Group – a Swiss family business steeped in tradition

With almost 4,000 employees around the world, the CHF 1.3 billion Oettinger Davidoff Group traces its roots back to 1875 and remains family owned to this day. The Group operates two distinctly different businesses: one focused on consumer goods distribution in the Swiss market, and one dedicated to its core business, the producing, marketing, and retailing of premium-branded cigars, tobacco products, and accessories. The premium-branded cigar business includes Davidoff, Camacho, Zino Platinum, AVO, Cusano, Griffin's, Private Stock, Zino, and Winston Churchill Cigars. The Oettinger Davidoff Group is anchored in a strong "crop-to-shop" philosophy, having pursued a vertical integration from its tobacco fields in the Dominican Republic and Honduras to its worldwide network of 65 Davidoff Flagship Stores.

Please email Davidoff@fitzandco.com to register for the press conference

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