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ROBERTO P. DURAN PREMIUM CIGARS MAKES ANOTHER BOLD MOVE AS THEY HIRE JACK TORAÑO

(Miami, Florida) October 9, 2014— **Roberto Pelayo Duran** is proud to announce that **Jack Toraño** of the Toraño cigar family will now oversee sales in Florida and the Caribbean for **Roberto P. Duran Premium Cigars**. This announcement comes only days after the announcement of the hiring of Miguel Shoedel and Frank Cuden.

Jack Toraño spent 3 years with Toraño Family Cigar Company as Director of Marketing until its acquisition by General Cigars.

Roberto Pelayo Duran said: "Jack Toraño was an integral part of Toraño Family Cigar Company and we are ecstatic to have him on board at Roberto P. Duran Premium Cigar Company. Jack is very well known as he has travelled extensively and his popularity, charisma and four generations of tobacco heritage will go very far in helping us expand our brand."

Jack Toraño said: "I wanted to take the time to find the company that matches my vision. I am excited to be working with Roberto Pelayo Duran who is as passionate about cigars as I am. Roberto P. Duran Premium Cigars is truly a boutique cigar company which owns its tobacco fields and creates their own cigars. The fact that we will be involved in everything from tobacco field all the way to the valued customer is what brought me here. Roberto Duran is creating a stellar team and I am happy to call Roberto P. Duran Premium Cigars my new home.

Roberto P. Duran began his life's work in his homeland of Havana, Cuba where tobacco grabbed a hold of him, and never let go. Supervising the production of cigar manufacturing in Cuba was only the beginning as he later went on to assemble and manage distribution of all Cuban cigar brands for Asia at The Pacific Cigar Company Ltd. The creation of Roberto P. Duran Premium Cigars has given Roberto the platform to introduce a brand of cigars that offer the same quality, construction, and detail which he exceeded from those he supervised while in Cuba. Roberto P. Duran's brands include Azan Cigars, Roberto P. Duran Premium Cigar, Neyá, and Baracoa.

For more information about Roberto P. Duran Premium Cigars, please visit www.Robertodurancigars.com. **For media inquiries and interviews, please contact Creativas Group at info@creativasgroup.com or 305.968.2384.**

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