

Notes to Editors

Attached low-resolution images show Dr Hilary Jones at the Tobacco Amnesty. To receive high-resolution versions or additional images by email, please contact as below.

E-Lites (www.e-lites.co.uk) was established in the UK in 2007 and is already a leader in its field, producing some of the most advanced electronic cigarettes on the market. The company is expanding nationally and internationally as demand grows for its innovative products.

Its latest range of new-generation E-Lites includes the disposable device that will be handed out at the Tobacco Amnesty. The product provides the equivalent of 40 cigarettes and is priced at £9.99.

These are the result of extensive UK research and development. The evolution of E-Lites has been supported by significant investment in design and testing to ensure its electronic smoking devices are made to the highest standards and deliver the most authentic and luxurious smoking sensation possible. The company's manufacturing facility uses the latest state of the art micro-electronic technology, ensuring E-Lites set the standard within the electronic smoking industry. E-Lites are globally patented, internationally trademarked, and are backed by an international parts replacement guarantee.

Michael Ryan, one of the founding directors of E-Lites, is also chairman of the Electronic Cigarette Industry Trade Association (ECITA), a representative body which provides advice, guidelines and support to members, as well as working to ensure the correct regulatory framework is applied to such products. For more information, visit www.ecita.org.uk

For more information or high-resolution images please contact:

Nick Henderson or Richard McCann

Friday's Media Group, 18 Soho Square, London, W1D 3QL

Telephone: 0845 500 1140

nickh@fridays-group.co.uk or richardm@fridays-group.co.uk