

Social Smoke Announces Aggressive Pricing and Sales Strategy

Arlington, TX - March 1, 2011 - Social Smoke® today announced an aggressive new pricing and sales strategy effective tomorrow on www.socialsmoke.com. In the past Social Smoke has structured its prices and sales strategy to allow room for distributors.

“By allowing room for these distributors, we have helped create an environment driven purely by profit and greed instead of quality and value,” says Abraham Nadimi, Social Smoke's Director of Sales and Marketing. “We decided to remove them from the equation. Social Smoke has the best logistics and IT department of any tobacco company and we will use those strengths to focus on serving retail stores and lounges. By lowering our prices and offering a volume pricing structure, even the smallest business will receive distributor pricing on the products they use the most. Retail customers will notice lower prices across almost all product categories putting Social Smoke products in direct competition with inferior products, discount websites, and resellers. A higher quality product at better prices is exactly what everyone in this economy is looking for.”

Social Smoke is also working to streamline its inventory and bring new high quality products to market. “Customer service is top priority at Social Smoke,” says Abraham. “We want to focus on what our customers are asking for, but our current inventory is hindering our ability to make that happen. It's holding us back from bringing great new ideas to market and providing the best customer experience possible. Look for new products to roll out between now and the end of summer at the best prices anywhere.”

Social Smoke Tobacco, which now includes over 62 flavors, will also be reduced in price making it significantly lower than other US made premium tobaccos. Customers will also notice close out pricing on many products to make room for new and improved models coming in the near future.

About Social Smoke:

Social Smoke is a leading manufacturing and distribution company of Hookah pipes, shisha tobacco, and accessories based out of Arlington, TX. Starting in 2002 Social Smoke has quickly risen to be one of the largest and fastest growing brand names in the Hookah industry. Social Smoke sells its products world wide and it's rapid growth earned them #422 in the 2008 INC 500 list. Social Smoke is the leader in IT solutions for the Hookah industry. For more information visit socialsmoke.com or follow us on Twitter at @socialsmoke, and find us at [Facebook.com/SocialSmoke](https://www.facebook.com/SocialSmoke)

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