

April 2, 2014

## **Gornitzky represents Altria in its USD 110 million acquisition of Green Smoke**

### **News**

**Gornitzky represented Altria Group Inc. (NYSE: MO) in its acquisition of Green Smoke Inc., an electronic cigarette business, and its affiliates. Altria, which owns the top U.S. cigarette maker, Philip Morris USA, has purchased Green Smoke for USD 110 million and up to USD 20 million in incentive payments.**

Altria Group Inc. was represented by Chaim Friedland (Partner, Corporate M&A), Yoram Arad (Partner, High-Tech), Ari Fried (Partner, Corporate M&A), Idan Baki (Partner, Finance), Michael Ayalon (Partner, Labor), Dafna Michalevich-Bacharach (High-Tech), Avi Meer (Corporate) and Joanna Yanowsky (Labor).

### **Key Contacts**



**Chaim Friedland**  
Partner



**Ari Fried**  
Partner



**Idan Baki**  
Partner



**Michael Ayalon**  
Partner



**Joanna Yanowsky**  
Associate