

Table 1
MXM-100's: MXM-6RA Blend Versus MXM-MALIBU Blend
Phase III: Two-Product Comparison Tests

	All Smokers					
	Total	Men	Women			
			Total	<45 Yrs	≥45 Yrs	
<u>More Satisfying, %</u>						
MXM-6RA	46	33	49	52	47	44
MXM-MALIBU	44	58	39	39	39	45
No Choice	11	8	12	9	14	11
<u>Milder Smoke, %</u>						
MXM-6RA	38	36	38	29	47	44
MXM-MALIBU	54	50	55	64*	47	49
No Choice	8	14	7	7	6	7
<u>Better Taste, %</u>						
MXM-6RA	46	33	49	52	47	44
MXM-MALIBU	41	53	38	38	38	44
No Choice	13	14	13	11	16	13
<u>Preference, %</u>						
MXM-6RA	49	33	53	55	52	46
MXM-MALIBU	42	50	40	39	41	46
No Choice	9	17	7	5	8	8
<u>Report Card Grade</u>						
MXM-6RA	2.9	2.4	3.0	3.0	3.0	2.8
MXM-MALIBU	2.7	2.6	2.7	2.6	2.8	2.7
<u>Positive Buying Interest, %</u>						
MXM-6RA	40	22	45	43	47	39
MXM-MALIBU	37	39	37	30	42	41
<u>No. of Panelists</u>	156	36	120	56	64	87

*Statistically significant difference at 95% confidence level.

Table I
 MXM-100's: MXM-6RA Blend Versus MXM-MALIBU Blend
 Phase III: Two-Product Comparison Tests

	Benson & Hedges Smokers						
	Total	Men(1)	Women				
			Total	<45 Yrs(1)	≥45 Yrs	<45 Yrs(1)	≥45 Yrs
<u>More Satisfying, %</u>							
MXM-6RA	45	30	49	50	48	50	44
MXM-MALIBU	45	70	39	50	35	50	44
No Choice	10	0	12	0	16	0	13
<u>Milder Smoke, %</u>							
MXM-6RA	35	20	39	30	42	33	36
MXM-MALIBU	61	80	56	70	52	67	59
No Choice	4	0	5	0	6	0	5
<u>Better Taste, %</u>							
MXM-6RA	47	40	49	60	45	67	41
MXM-MALIBU	39	50	37	40	35	33	41
No Choice	14	10	15	0	19	0	18
<u>Preference, %</u>							
MXM-6RA	49	30	54	60	52	58	46
MXM-MALIBU	43	60	39	40	39	42	44
No Choice	8	10	7	0	10	0	10
<u>Report Card Grade</u>							
MXM-6RA	2.8	2.7	2.9	3.0	2.8	3.2	2.7
MXM-MALIBU	2.7	3.0	2.7	2.7	2.6	2.8	2.7
<u>Positive Buying Interest, %</u>							
MXM-6RA	37	20	41	50	39	50	33
MXM-MALIBU	41	50	39	40	39	42	41
No. of Panelists	51	10	41	10	31	12	39

(1) Number of panelists too small for results to be reliable.

Table 1
 MXM-100's: MXM-6RA Blend Versus MXM-MALIBU Blend
 Phase III: Two-Product Comparison Tests

	Marlboro 100's Smokers						
	Total	Men ⁽¹⁾	Women				
	Total		Total	<45 Yrs	≥45 Yrs ⁽¹⁾	<45 Yrs	≥45 Yrs
<u>More Satisfying, %</u>							
MXM-6RA	37	31	38	38	38	36	37
MXM-MALIBU	48	54	46	42	54	45	53
No Choice	15	15	15	19	8	18	11
<u>Milder Smoke, %</u>							
MXM-6RA	35	38	33	27	46	30	42
MXM-MALIBU	54	38	59	65	46	58	47
No Choice	12	23	8	8	8	12	11
<u>Better Taste, %</u>							
MXM-6RA	37	31	38	35	46	30	47
MXM-MALIBU	44	46	44	42	46	42	47
No Choice	19	23	18	23	8	27	5
<u>Preference, %</u>							
MXM-6RA	44	46	44	42	46	42	47
MXM-MALIBU	42	31	46	46	46	39	47
No Choice	13	23	10	12	8	18	5
<u>Report Card Grade</u>							
MXM-6RA	2.7	2.4	2.8	2.8	2.8	2.8	2.5
MXM-MALIBU	2.7	2.2	2.9	2.9	2.8	2.9	2.4
<u>Positive Buying Interest, %</u>							
MXM-6RA	29	23	31	31	31	30	26
MXM-MALIBU	37	31	38	38	38	39	32
<u>No. of Panelists</u>	52	13	39	26	13	33	19

(1) Number of panelists too small for results to be reliable.

Table 1
MXM-100's: MXM-6RA Blend Versus MXM-MALIBU Blend

Phase III: Two-Product Comparison Tests

	Winston 100's Smokers						
	Total	Men ⁽¹⁾	Total	Women		<45 Yrs	≥45 Yrs
				<45 Yrs	≥45 Yrs		
<u>More Satisfying, %</u>							
MXM-6RA	55	38	60	70	50	63	48
MXM-MALIBU	38	54	33	30	35	33	41
No Choice	8	8	8	0	15	4	10
<u>Milder Smoke, %</u>							
MXM-6RA	43	46	43	30	55	29	55
MXM-MALIBU	47	38	50	60	40	58	38
No Choice	9	15	8	10	5	13	7
<u>Better Taste, %</u>							
MXM-6RA	53	31	60	70	50	63	45
MXM-MALIBU	40	62	33	30	35	33	45
No Choice	8	8	8	0	15	4	10
<u>Preference, %</u>							
MXM-6RA	53	23	63	70	55	63	45
MXM-MALIBU	42	62	35	30	40	33	48
No Choice	6	15	3	0	5	4	7
<u>Report Card Grade</u>							
MXM-6RA	3.1	2.2	3.4**	3.4**	3.5	3.2*	3.1
MXM-MALIBU	2.7	2.8	2.6	2.2	3.1	2.2	3.0
<u>Positive Buying Interest, %</u>							
MXM-6RA	53	23	63*	55*	70	50	55
MXM-MALIBU	34	38	33	15	50	17	48
<u>No. of Panelists</u>	53	13	40	20	20	24	29

*Statistically significant difference at 95% confidence level.

**Statistically significant difference at 99% confidence level.

(1) Number of panelists too small for results to be reliable.