

CIGARETTE MARKET SHARES
SHARE AND CHANGE VERSUS YEAR AGO - JUNE, 1998
BROWN & WILLIAMSON - EXCLUDING DIVESTED BRANDS
NORTHEAST AREA

	YEAR TO DATE		CURRENT MO.		3 MONTH MVG.		6 MONTH MVG.		12 MONTH MVG.	
	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE
	1998	DIF	1998	DIF	1998	DIF	1998	DIF	1998	DIF
IND VOL (BILLIONS) + % CHNG	42.38	-3.07	8.04	-3.41	22.37	-3.05	42.38	-3.07	90.26	-0.64
COMPANY										
PHILIP MORRIS	49.87	0.67	51.30	0.94	49.39	-0.38	49.87	0.67	49.42	0.51
REYNOLDS	18.46	-0.44	17.63	-0.98	18.35	-0.34	18.46	-0.44	18.66	-0.36
BROWN & WILLIAMSON W/O DB	13.32	-0.58	12.78	-0.36	13.57	-0.04	13.32	-0.58	13.52	-0.84
LORILLARD	16.07	0.55	16.00	1.02	16.37	0.87	16.07	0.55	16.10	0.72
LIGGETT	1.04	-0.03	0.98	-0.51	1.03	-0.01	1.04	-0.03	1.05	-0.18
ALL OTHER MFGRS	1.24	-0.16	1.32	-0.11	1.28	-0.08	1.24	-0.16	1.25	0.15
SELECTED B&W BRANDS										
KOOL	3.18	0.06	3.31	0.35	3.32	0.24	3.18	0.06	3.16	0.03
CARLTON	1.21	-0.12	1.15	-0.09	1.20	-0.10	1.21	-0.12	1.24	-0.12
CAPRI	0.53	0.00	0.52	0.01	0.54	0.01	0.53	0.00	0.54	0.01
OTHER FULL REVENUE	2.23	-0.19	2.11	-0.22	2.20	-0.18	2.23	-0.19	2.29	-0.19
TOTAL FULL REVENUE	7.14	-0.25	7.09	0.05	7.27	-0.03	7.14	-0.25	7.22	-0.27
GPC	3.41	0.18	3.10	0.00	3.53	0.35	3.41	0.18	3.44	0.27
MISTY	1.26	-0.04	1.25	-0.01	1.29	0.03	1.26	-0.04	1.23	-0.04
PVTLB B&W	0.98	-0.38	0.85	-0.31	0.95	-0.31	0.98	-0.38	1.07	-0.35
OTHER VALUE FOR MONEY W/O DB	0.53	-0.10	0.49	-0.10	0.52	-0.08	0.53	-0.10	0.56	-0.44
TOTAL VALUE FOR MONEY W/O DB	6.18	-0.33	5.69	-0.41	6.30	-0.02	6.18	-0.33	6.30	-0.56
SEGMENTS										
FLAVOR: MENTHOL	30.03	0.70	30.58	2.01	30.75	1.53	30.03	0.70	29.97	0.74
NON-MENTHOL	69.97	-0.70	69.42	-2.01	69.25	-1.53	69.97	-0.70	70.03	-0.74
FR MENTHOL	25.26	0.79	25.87	2.05	25.98	1.52	25.26	0.79	25.19	0.86
FR NON-MENTHOL	55.84	-0.26	55.71	-1.61	55.37	-1.27	55.84	-0.26	55.97	-0.18
VFM MENTHOL	4.77	-0.09	4.71	-0.04	4.76	0.01	4.77	-0.09	4.78	-0.12
BRANDED MENTHOL	3.86	0.01	3.84	0.07	3.87	0.09	3.86	0.01	3.84	0.01
PVTLB MENTHOL	0.92	-0.11	0.87	-0.11	0.90	-0.08	0.92	-0.11	0.94	-0.14
VFM NON-MENTHOL	14.13	-0.43	13.71	-0.40	13.88	-0.26	14.13	-0.43	14.06	-0.56
BRANDED NON-MENTHOL	11.63	0.01	11.41	0.09	11.47	0.14	11.63	0.01	11.49	-0.03
PVTLB NON-MENTHOL	2.50	-0.44	2.31	-0.49	2.41	-0.40	2.50	-0.44	2.57	-0.53
LENGTH: 80-85MM										
100MM	65.50	0.04	66.08	-0.33	65.60	-0.38	65.50	0.04	65.70	0.35
100+MM	31.89	0.00	31.36	0.37	31.73	0.35	31.89	0.00	31.68	-0.25
70-72MM	1.59	0.02	1.56	0.01	1.63	0.08	1.59	0.02	1.57	-0.03
	1.02	-0.07	1.01	-0.05	1.03	-0.05	1.02	-0.07	1.05	-0.07

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	YEAR TO DATE		CURRENT MO.		3 MONTH MVG.		6 MONTH MVG.		12 MONTH MVG.	
	JUNE 1998	SHARE DIF	JUNE 1998	SHARE DIF	JUNE 1998	SHARE DIF	JUNE 1998	SHARE DIF	JUNE 1998	SHARE DIF
TAR: ... 0-6 MG. ULTRAS	12.13	1.94	11.82	2.19	12.12	2.03	12.13	1.94	11.03	0.68
7-15 MG. LIGHTS	49.83	-1.29	49.91	-1.56	49.76	-1.54	49.83	-1.29	50.37	-0.59
16+ MG. FULL FLAVOR	38.04	-0.64	38.27	-0.62	38.11	-0.49	38.04	-0.64	38.61	-0.09
0-3 MG.	1.97	-0.26	1.89	-0.20	1.97	-0.21	1.97	-0.26	2.04	-0.18
4-6 MG.	10.16	2.20	9.92	2.39	10.16	2.25	10.16	2.20	8.98	0.86
PERCEIVED TAR: ULTRAS	12.16	1.94	11.85	2.19	12.16	2.03	12.16	1.94	11.06	0.68
LIGHTS	40.74	-1.32	40.53	-2.20	40.53	-1.91	40.74	-1.32	41.47	-0.30
FULL FLAVOR	47.09	-0.62	47.62	0.01	47.32	-0.13	47.09	-0.62	47.47	-0.38
PACKAGE: SOFT PACK	38.72	-4.02	37.53	-3.39	38.46	-3.26	38.72	-4.02	39.96	-3.80
BOX	61.28	4.02	62.47	3.39	61.54	3.26	61.28	4.02	60.04	3.80
FR SOFT PACK	24.90	-2.56	23.88	-2.27	24.86	-2.14	24.90	-2.56	25.82	-2.32
FR BOX	56.20	3.08	57.70	2.71	56.50	2.39	56.20	3.08	55.34	3.01
VFM SOFT PACK	13.82	-1.46	13.65	-1.12	13.61	-1.12	13.82	-1.46	14.14	-1.48
BRANDED SOFT PACK	10.80	-0.94	10.84	-0.53	10.69	-0.66	10.80	-0.94	11.02	-0.84
PVTLB SOFT PACK	3.03	-0.52	2.81	-0.59	2.92	-0.46	3.03	-0.52	3.12	-0.63
VFM BOX	5.08	0.94	4.77	0.68	5.04	0.87	5.08	0.94	4.70	0.80
BRANDED BOX	4.69	0.96	4.40	0.70	4.64	0.89	4.69	0.96	4.31	0.83
PVTLB BOX	0.39	-0.02	0.36	-0.01	0.39	-0.02	0.39	-0.02	0.39	-0.03
FULL REVENUE	81.10	0.53	81.58	0.44	81.36	0.25	81.10	0.53	81.16	0.68
VALUE FOR MONEY SEGMENT	18.90	-0.53	18.42	-0.44	18.64	-0.25	18.90	-0.53	18.84	-0.68
BRANDED	15.48	0.02	15.24	0.16	15.34	0.23	15.48	0.02	15.33	-0.02
PRIVATE LABEL	3.42	-0.55	3.17	-0.60	3.31	-0.48	3.42	-0.55	3.51	-0.67
SLIMS	4.96	-0.11	4.84	0.00	5.07	0.06	4.96	-0.11	4.98	-0.11
VALUE FOR MONEY	1.27	-0.06	1.25	-0.03	1.29	-0.01	1.27	-0.06	1.25	-0.04
FULL REVENUE	3.70	-0.06	3.59	0.03	3.78	0.07	3.70	-0.06	3.73	-0.08
ALL OTHER BRANDS	1.24	-0.16	1.32	-0.11	1.28	-0.08	1.24	-0.16	1.25	0.15

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	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE
	1998	DIF	1998	DIF	1998	DIF	1998	DIF	1998	DIF
FR MENTHOL	25.26	0.79	25.87	2.05	25.98	1.52	25.26	0.79	25.19	0.86
80 - 85MM	16.29	0.50	16.64	1.13	16.73	0.82	16.29	0.50	16.29	0.63
100 +	8.95	0.29	9.22	0.92	9.24	0.70	8.95	0.29	8.88	0.23
FR NON-MENTHOL	55.84	-0.26	55.71	-1.61	55.37	-1.27	55.84	-0.26	55.97	-0.18
80 - 85MM	41.59	-0.09	42.06	-1.09	41.31	-1.01	41.59	-0.09	41.75	0.18
100 +	13.23	-0.11	12.65	-0.47	13.05	-0.21	13.23	-0.11	13.19	-0.29
FR MENTHOL FULL FLAVOR	14.30	0.36	14.13	0.64	14.50	0.63	14.30	0.36	14.41	0.60
80 - 85MM	9.87	0.18	9.75	0.37	10.02	0.34	9.87	0.18	9.99	0.38
100 +	4.41	0.18	4.37	0.27	4.47	0.29	4.41	0.18	4.41	0.23
FR NON-MENTHOL FULL FLAVOR	20.20	-0.67	20.48	-1.16	20.04	-0.96	20.20	-0.67	20.55	-0.40
80 - 85MM	16.50	-0.46	16.87	-1.01	16.35	-0.79	16.50	-0.46	16.75	-0.24
100 +	2.70	-0.14	2.62	-0.10	2.68	-0.12	2.70	-0.14	2.78	-0.08
FR MENTHOL LIGHTS	9.01	0.49	9.83	1.40	9.51	0.90	9.01	0.49	8.80	0.33
80 - 85MM	5.78	0.36	6.26	0.77	6.06	0.50	5.78	0.36	5.64	0.30
100 +	3.23	0.13	3.57	0.64	3.45	0.40	3.23	0.13	3.16	0.03
FR NON-MENTHOL LIGHTS	28.09	-1.73	27.95	-2.72	27.80	-2.43	28.09	-1.73	29.01	-0.68
80 - 85MM	20.98	-1.24	21.17	-1.81	20.79	-1.85	20.98	-1.24	21.75	-0.29
100 +	7.10	-0.49	6.78	-0.91	6.99	-0.58	7.10	-0.49	7.25	-0.40
FR MENTHOL ULTRAS	1.95	-0.06	1.91	0.00	1.97	-0.01	1.95	-0.06	1.97	-0.07
80 - 85MM	0.64	-0.04	0.63	0.00	0.65	-0.02	0.64	-0.04	0.66	-0.04
100 +	1.31	-0.02	1.28	0.01	1.32	0.01	1.31	-0.02	1.31	-0.02
FR NON-MENTHOL ULTRAS	7.55	2.14	7.28	2.27	7.54	2.12	7.55	2.14	6.42	0.90
80 - 85MM	4.11	1.61	4.02	1.73	4.16	1.64	4.11	1.61	3.26	0.71
100 +	3.43	0.53	3.25	0.54	3.37	0.48	3.43	0.53	3.16	0.19
VFM MENTHOL	4.77	-0.09	4.71	-0.04	4.76	0.01	4.77	-0.09	4.78	-0.12
80 - 85MM	1.53	-0.05	1.49	-0.04	1.53	0.00	1.53	-0.05	1.54	-0.09
100 +	3.25	-0.05	3.22	0.00	3.23	0.00	3.25	-0.05	3.24	-0.03
VFM NON-MENTHOL	14.13	-0.43	13.71	-0.40	13.88	-0.26	14.13	-0.43	14.06	-0.56
80 - 85MM	6.08	-0.32	5.89	-0.33	6.03	-0.21	6.08	-0.32	6.12	-0.37
100 +	8.05	-0.11	7.83	-0.07	7.85	-0.05	8.05	-0.11	7.94	-0.19

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	JUNE 1998	SHARE DIF	JUNE 1998	SHARE DIF	JUNE 1998	SHARE DIF	JUNE 1998	SHARE DIF	JUNE 1998	SHARE DIF
VFM MENTHOL FULL FLAVOR	0.45	0.05	0.51	0.12	0.48	0.10	0.45	0.05	0.43	0.01
80 - 85MM	0.20	0.02	0.22	0.05	0.21	0.04	0.20	0.02	0.19	0.00
100 +	0.25	0.03	0.29	0.07	0.27	0.06	0.25	0.03	0.24	0.01
VFM NON-MENTHOL FULL FLAVOR	3.10	-0.39	3.16	-0.23	3.09	-0.27	3.10	-0.39	3.21	-0.31
80 - 85MM	2.22	-0.15	2.19	-0.11	2.22	-0.07	2.22	-0.15	2.24	-0.15
100 +	0.88	-0.24	0.97	-0.12	0.87	-0.20	0.88	-0.24	0.97	-0.16
VFM MENTHOL LIGHTS	4.08	-0.14	3.96	-0.15	4.03	-0.11	4.08	-0.14	4.11	-0.14
80 - 85MM	1.30	-0.07	1.25	-0.09	1.30	-0.04	1.30	-0.07	1.32	-0.10
100 +	2.78	-0.07	2.71	-0.07	2.73	-0.07	2.78	-0.07	2.79	-0.04
VFM NON-MENTHOL LIGHTS	8.65	0.10	8.16	-0.09	8.43	0.10	8.65	0.10	8.45	-0.09
80 - 85MM	3.29	-0.11	3.14	-0.15	3.24	-0.09	3.29	-0.11	3.28	-0.16
100 +	5.36	0.21	5.03	0.06	5.19	0.19	5.36	0.21	5.17	0.07
VFM MENTHOL ULTRAS	0.25	0.00	0.24	0.00	0.25	0.01	0.25	0.00	0.24	0.00
80 - 85MM	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00
100 +	0.22	0.00	0.21	0.00	0.23	0.01	0.22	0.00	0.22	0.00
VFM NON-MENTHOL ULTRAS	2.38	-0.14	2.39	-0.08	2.36	-0.09	2.38	-0.14	2.40	-0.16
80 - 85MM	0.57	-0.06	0.56	-0.07	0.57	-0.05	0.57	-0.06	0.59	-0.05
100 +	1.81	-0.08	1.83	-0.01	1.79	-0.04	1.81	-0.08	1.81	-0.10
BRANDED MENTHOL	3.86	0.01	3.84	0.07	3.87	0.09	3.86	0.01	3.84	0.01
80 - 85MM	1.16	-0.01	1.15	0.00	1.18	0.03	1.16	-0.01	1.17	-0.04
100 +	2.69	0.02	2.69	0.08	2.69	0.05	2.69	0.02	2.68	0.05
BRANDED NON-MENTHOL	11.63	0.01	11.41	0.09	11.47	0.14	11.63	0.01	11.49	-0.03
80 - 85MM	4.86	-0.12	4.75	-0.12	4.84	-0.03	4.86	-0.12	4.86	-0.12
100 +	6.77	0.13	6.66	0.20	6.63	0.17	6.77	0.13	6.63	0.09
BRANDED MENTHOL FULL FLAVOR	0.39	0.06	0.44	0.12	0.41	0.09	0.39	0.06	0.37	0.03
80 - 85MM	0.17	0.03	0.19	0.05	0.18	0.04	0.17	0.03	0.17	0.01
100 +	0.21	0.03	0.25	0.07	0.23	0.06	0.21	0.03	0.20	0.02
BRANDED NON-MENTHOL FULL FLAVR	2.73	-0.31	2.82	-0.11	2.73	-0.22	2.73	-0.31	2.83	-0.22
80 - 85MM	1.96	-0.10	1.95	-0.05	1.97	-0.04	1.96	-0.10	1.98	-0.09
100 +	0.77	-0.21	0.87	-0.07	0.76	-0.19	0.77	-0.21	0.85	-0.13

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BRANDED MENTHOL LIGHTS	3.22	-0.05	3.16	-0.04	3.20	-0.02	3.22	-0.05	3.23	-0.02
80 - 85MM	0.96	-0.04	0.93	-0.05	0.97	-0.01	0.96	-0.04	0.97	-0.05
100 +	2.26	-0.01	2.23	0.01	2.23	-0.01	2.26	-0.01	2.26	0.03
BRANDED NON-MENTHOL LIGHTS	6.97	0.38	6.63	0.17	6.82	0.38	6.97	0.38	6.74	0.25
80 - 85MM	2.45	0.02	2.36	-0.04	2.43	0.04	2.45	0.02	2.42	0.00
100 +	4.52	0.36	4.27	0.21	4.40	0.34	4.52	0.36	4.32	0.25
BRANDED MENTHOL ULTRAS	0.25	0.00	0.24	0.00	0.25	0.01	0.25	0.00	0.24	0.00
80 - 85MM	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00
100 +	0.22	0.00	0.21	0.00	0.23	0.01	0.22	0.00	0.22	0.00
BRANDED NON-MENTHOL ULTRAS	1.92	-0.06	1.96	0.03	1.91	-0.01	1.92	-0.06	1.92	-0.06
80 - 85MM	0.44	-0.04	0.44	-0.04	0.44	-0.03	0.44	-0.04	0.46	-0.03
100 +	1.48	-0.02	1.52	0.06	1.47	0.02	1.48	-0.02	1.46	-0.04
PVTLB MENTHOL	0.92	-0.11	0.87	-0.11	0.90	-0.08	0.92	-0.11	0.94	-0.14
80 - 85MM	0.36	-0.04	0.34	-0.04	0.35	-0.03	0.36	-0.04	0.37	-0.05
100 +	0.55	-0.07	0.53	-0.07	0.54	-0.05	0.55	-0.07	0.57	-0.08
PVTLB NON-MENTHOL	2.50	-0.44	2.31	-0.49	2.41	-0.40	2.50	-0.44	2.57	-0.53
80 - 85MM	1.23	-0.20	1.13	-0.21	1.19	-0.18	1.23	-0.20	1.26	-0.25
100 +	1.28	-0.24	1.17	-0.28	1.22	-0.22	1.28	-0.24	1.31	-0.28
PVTLB MENTHOL FULL FLAVOR	0.06	-0.01	0.07	0.00	0.07	0.01	0.06	-0.01	0.06	-0.02
80 - 85MM	0.02	-0.01	0.02	0.00	0.02	0.00	0.02	-0.01	0.02	-0.01
100 +	0.04	-0.01	0.05	0.00	0.04	0.00	0.04	-0.01	0.04	-0.01
PVTLB NON-MENTHOL FULL FLAVOR	0.37	-0.07	0.34	-0.11	0.36	-0.04	0.37	-0.07	0.39	-0.09
80 - 85MM	0.26	-0.05	0.24	-0.06	0.25	-0.03	0.26	-0.05	0.27	-0.06
100 +	0.11	-0.02	0.10	-0.05	0.11	-0.01	0.11	-0.02	0.12	-0.03
PVTLB MENTHOL LIGHTS	0.86	-0.09	0.80	-0.11	0.83	-0.09	0.86	-0.09	0.87	-0.12
80 - 85MM	0.34	-0.03	0.32	-0.04	0.33	-0.03	0.34	-0.03	0.35	-0.05
100 +	0.52	-0.06	0.48	-0.08	0.50	-0.06	0.52	-0.06	0.53	-0.07
PVTLB NON-MENTHOL LIGHTS	1.67	-0.29	1.54	-0.27	1.61	-0.28	1.67	-0.29	1.71	-0.35
80 - 85MM	0.84	-0.13	0.78	-0.12	0.81	-0.13	0.84	-0.13	0.86	-0.16
100 +	0.83	-0.16	0.76	-0.15	0.80	-0.15	0.83	-0.16	0.85	-0.19

SEGMENT SHARE OF MARKET
SHARE AND CHANGE VERSUS YEAR AGO - JUNE, 1998
BROWN & WILLIAMSON - EXCLUDING DIVESTED BRANDS
NORTHEAST AREA

	YEAR TO DATE		CURRENT MO.		3 MONTH MVG.		6 MONTH MVG.		12 MONTH MVG.	
	JUNE 1998	SHARE DIF	JUNE 1998	SHARE DIF	JUNE 1998	SHARE DIF	JUNE 1998	SHARE DIF	JUNE 1998	SHARE DIF
PVTLB MENTHOL ULTRAS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
80 - 85MM	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100 +	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
PVTLB NON-MENTHOL ULTRAS	0.46	-0.08	0.43	-0.11	0.45	-0.08	0.46	-0.08	0.48	-0.09
80 - 85MM	0.13	-0.02	0.12	-0.03	0.13	-0.02	0.13	-0.02	0.14	-0.03
100 +	0.33	-0.06	0.31	-0.07	0.32	-0.06	0.33	-0.06	0.34	-0.07

COMPANY SHARE OF MARKET - SHARE OF SEGMENT
 SHARE AND CHANGE VERSUS YEAR AGO - JUNE, 1998
 BROWN & WILLIAMSON - EXCLUDING DIVESTED BRANDS
 NORTHEAST AREA

	SHARE OF MARKET						SHARE OF SEGMENT					
	YEAR TO DATE		3 MONTH		12 MONTH		YEAR TO DATE		3 MONTH		12 MONTH	
	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE
	1998	DIF	1998	DIF	1998	DIF	1998	DIF	1998	DIF	1998	DIF
FULL REVENUE:INDUSTRY	81.10	0.53	81.36	0.25	81.16	0.68	100.00		100.00		100.00	
BROWN & WILLIAMSON W/O DB	7.14	-0.25	7.27	-0.03	7.22	-0.27	8.80	-0.37	8.93	-0.06	8.90	-0.41
LIGGETT	0.55	0.01	0.57	0.02	0.56	-0.06	0.68	0.01	0.70	0.02	0.69	-0.08
LORILLARD	15.23	0.47	15.49	0.85	15.28	0.58	18.79	0.47	19.04	0.99	18.83	0.56
PHILIP MORRIS	45.29	0.76	45.17	-0.13	44.89	0.60	55.85	0.58	55.52	-0.34	55.31	0.28
REYNOLDS	12.65	-0.41	12.63	-0.38	12.97	-0.13	15.59	-0.62	15.52	-0.52	15.98	-0.30
ALL OTHER MFGRS	0.23	-0.06	0.23	-0.08	0.24	-0.03	0.29	-0.07	0.28	-0.10	0.30	-0.04
VALUE FOR MONEY:INDUSTRY	18.90	-0.53	18.64	-0.25	18.84	-0.68	100.00		100.00		100.00	
BROWN & WILLIAMSON W/O DB	6.18	-0.34	6.30	-0.02	6.30	-0.56	32.71	-0.83	33.79	0.36	33.43	-1.72
LIGGETT	0.49	-0.04	0.46	-0.04	0.50	-0.11	2.58	-0.15	2.48	-0.16	2.64	-0.50
LORILLARD	0.83	0.07	0.88	0.02	0.82	0.14	4.41	0.50	4.73	0.19	4.34	0.86
PHILIP MORRIS	4.58	-0.09	4.22	-0.25	4.53	-0.09	24.21	0.18	22.62	-1.04	24.04	0.36
REYNOLDS	5.81	-0.03	5.73	0.04	5.69	-0.22	30.75	0.68	30.71	0.60	30.19	-0.10
ALL OTHER MFGRS	1.01	-0.10	1.06	0.00	1.01	0.18	5.34	-0.39	5.67	0.05	5.36	1.10
BRANDED:INDUSTRY	15.48	0.02	15.34	0.24	15.33	-0.02	100.00		100.00		100.00	
BROWN & WILLIAMSON W/O DB	5.20	0.04	5.35	0.30	5.23	-0.21	33.62	0.26	34.86	1.42	34.14	-1.32
LIGGETT	0.26	-0.06	0.27	0.00	0.29	-0.09	1.71	-0.36	1.78	-0.01	1.88	-0.61
LORILLARD	0.83	0.07	0.88	0.02	0.82	0.14	5.39	0.48	5.75	0.07	5.33	0.90
PHILIP MORRIS	4.15	0.05	3.79	-0.21	4.07	0.05	26.82	0.29	24.70	-1.78	26.53	0.35
REYNOLDS	4.02	0.01	3.99	0.12	3.92	-0.07	25.94	0.02	26.01	0.42	25.54	-0.48
ALL OTHER MFGRS	1.01	-0.10	1.06	0.00	1.01	0.18	6.52	-0.68	6.90	-0.13	6.59	1.17
PRIVATE LABEL BRANDS:INDUSTRY	3.42	-0.55	3.31	-0.48	3.51	-0.67	100.00		100.00		100.00	
BROWN & WILLIAMSON W/O DB	0.98	-0.38	0.95	-0.32	1.07	-0.35	28.60	-5.62	28.81	-4.60	30.36	-3.63
LIGGETT	0.22	0.01	0.19	-0.04	0.21	-0.02	6.49	1.22	5.72	-0.33	5.96	0.43
LORILLARD	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
PHILIP MORRIS	0.42	-0.15	0.43	-0.04	0.46	-0.14	12.39	-1.88	12.97	0.53	13.16	-1.32
REYNOLDS	1.80	-0.04	1.74	-0.08	1.77	-0.15	52.52	6.29	52.51	4.41	50.52	4.52
ALL OTHER MFGRS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
NON-MENTHOL:INDUSTRY	69.97	-0.70	69.25	-1.53	70.03	-0.74	100.00		100.00		100.00	
BROWN & WILLIAMSON W/O DB	8.01	-0.54	8.09	-0.25	8.21	-0.69	11.45	-0.64	11.68	-0.11	11.72	-0.85
LIGGETT	0.89	-0.02	0.89	0.00	0.90	-0.15	1.27	-0.01	1.28	0.02	1.29	-0.20
LORILLARD	2.38	-0.11	2.43	-0.05	2.39	-0.15	3.41	-0.11	3.51	0.00	3.42	-0.17
PHILIP MORRIS	44.65	0.25	43.85	-1.12	44.37	0.25	63.81	0.98	63.32	-0.21	63.35	1.00
REYNOLDS	13.05	-0.13	12.98	-0.01	13.17	-0.09	18.65	-0.01	18.74	0.39	18.80	0.07
ALL OTHER MFGRS	0.99	-0.15	1.02	-0.09	1.00	0.10	1.41	-0.20	1.47	-0.09	1.43	0.16

COMPANY SHARE OF MARKET - SHARE OF SEGMENT
 SHARE AND CHANGE VERSUS YEAR AGO - JUNE, 1998
 BROWN & WILLIAMSON - EXCLUDING DIVESTED BRANDS
 NORTHEAST AREA

	SHARE OF MARKET						SHARE OF SEGMENT					
	YEAR TO DATE		3 MONTH MVG		12 MONTH MVG		YEAR TO DATE		3 MONTH MVG		12 MONTH MVG	
	JUNE 1998	SHARE DIF	JUNE 1998	SHARE DIF	JUNE 1998	SHARE DIF	JUNE 1998	SHARE DIF	JUNE 1998	SHARE DIF	JUNE 1998	SHARE DIF
MENTHOL:INDUSTRY	30.03	0.70	30.75	1.53	29.97	0.74	100.00		100.00		100.00	
BROWN & WILLIAMSON W/O DB	5.31	-0.05	5.48	0.21	5.31	-0.15	17.69	-0.57	17.82	-0.21	17.72	-0.95
LIGGETT	0.15	-0.01	0.15	-0.01	0.15	-0.03	0.51	-0.05	0.48	-0.06	0.52	-0.10
LORILLARD	13.68	0.65	13.94	0.92	13.70	0.86	45.56	1.16	45.33	0.78	45.73	1.81
PHILIP MORRIS	5.22	0.42	5.54	0.73	5.05	0.27	17.37	1.00	18.02	1.57	16.86	0.49
REYNOLDS	5.41	-0.31	5.38	-0.33	5.49	-0.27	18.00	-1.50	17.49	-2.04	18.33	-1.37
ALL OTHER MFGRS	0.26	-0.01	0.26	0.00	0.25	0.04	0.85	-0.06	0.86	-0.03	0.84	0.13
FULL FLAVOR:INDUSTRY	38.04	-0.64	38.11	-0.49	38.61	-0.09	100.00		100.00		100.00	
BROWN & WILLIAMSON W/O DB	4.21	-0.28	4.27	-0.14	4.31	-0.38	11.07	-0.55	11.21	-0.21	11.17	-0.96
LIGGETT	0.21	-0.01	0.21	-0.02	0.22	-0.04	0.56	-0.01	0.55	-0.04	0.57	-0.10
LORILLARD	11.21	0.59	11.39	0.82	11.23	0.77	29.47	2.03	29.89	2.50	29.10	2.07
PHILIP MORRIS	17.42	-0.71	17.20	-0.99	17.72	-0.44	45.80	-1.07	45.12	-1.99	45.90	-1.03
REYNOLDS	4.38	-0.17	4.42	-0.13	4.52	-0.03	11.52	-0.24	11.59	-0.18	11.70	-0.06
ALL OTHER MFGRS	0.60	-0.08	0.63	-0.03	0.60	0.03	1.58	-0.17	1.65	-0.07	1.56	0.08
FULL FLAVOR NON-MEN:INDUSTRY	23.30	-1.06	23.13	-1.22	23.76	-0.71	100.00		100.00		100.00	
BROWN & WILLIAMSON W/O DB	2.61	-0.24	2.64	-0.16	2.68	-0.32	11.19	-0.53	11.39	-0.11	11.29	-0.97
LIGGETT	0.21	-0.01	0.21	-0.01	0.22	-0.04	0.91	0.01	0.90	-0.02	0.92	-0.13
LORILLARD	0.04	0.00	0.04	0.00	0.04	0.00	0.18	0.01	0.18	0.01	0.17	-0.01
PHILIP MORRIS	16.75	-0.70	16.51	-1.02	17.04	-0.42	71.88	0.24	71.36	-0.64	71.72	0.36
REYNOLDS	3.20	-0.02	3.23	0.03	3.28	0.05	13.72	0.49	13.94	0.80	13.80	0.61
ALL OTHER MFGRS	0.50	-0.07	0.51	-0.05	0.50	0.02	2.12	-0.22	2.23	-0.05	2.10	0.13
FULL FLAVOR MENTHOL:INDUSTRY	14.74	0.41	14.98	0.73	14.84	0.61	100.00		100.00		100.00	
BROWN & WILLIAMSON W/O DB	1.60	-0.04	1.64	0.03	1.63	-0.06	10.88	-0.56	10.92	-0.37	10.97	-0.94
LIGGETT	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.00	0.02	0.00	0.02	0.00
LORILLARD	11.17	0.60	11.35	0.82	11.19	0.77	75.75	1.96	75.76	1.86	75.41	2.21
PHILIP MORRIS	0.67	-0.01	0.69	0.04	0.68	-0.02	4.58	-0.19	4.60	0.01	4.57	-0.37
REYNOLDS	1.19	-0.14	1.19	-0.16	1.24	-0.08	8.04	-1.21	7.95	-1.50	8.34	-0.95
ALL OTHER MFGRS	0.11	0.00	0.11	0.00	0.10	0.01	0.73	-0.01	0.75	0.00	0.70	0.06
LIGHTS:INDUSTRY	49.83	-1.30	49.76	-1.54	50.37	-0.59	100.00		100.00		100.00	
BROWN & WILLIAMSON W/O DB	6.87	-0.10	7.04	0.22	6.92	-0.21	13.78	0.15	14.15	0.85	13.73	-0.26
LIGGETT	0.70	-0.02	0.70	0.00	0.70	-0.12	1.40	0.00	1.41	0.05	1.39	-0.22
LORILLARD	3.88	0.06	4.00	0.14	3.86	0.05	7.79	0.32	8.03	0.51	7.66	0.18
PHILIP MORRIS	26.16	-0.90	25.90	-1.64	26.61	-0.09	52.49	-0.43	52.05	-1.63	52.83	0.43
REYNOLDS	11.74	-0.29	11.62	-0.24	11.79	-0.31	23.55	0.02	23.34	0.22	23.41	-0.34
ALL OTHER MFGRS	0.49	-0.05	0.51	-0.01	0.49	0.09	0.98	-0.07	1.02	0.01	0.98	0.20

COMPANY SHARE OF MARKET - SHARE OF SEGMENT
 SHARE AND CHANGE VERSUS YEAR AGO - JUNE, 1998
 BROWN & WILLIAMSON - EXCLUDING DIVESTED BRANDS
 NORTHEAST AREA

	SHARE OF MARKET						SHARE OF SEGMENT					
	YEAR TO DATE		3 MONTH		12 MONTH		YEAR TO DATE		3 MONTH		12 MONTH	
	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE
	1998	DIF	1998	DIF	1998	DIF	1998	DIF	1998	DIF	1998	DIF
LIGHTS NON-MENTHOL:INDUSTRY	36.74	-1.64	36.22	-2.34	37.46	-0.77	100.00		100.00		100.00	
BROWN & WILLIAMSON W/O DB	3.74	-0.11	3.79	0.04	3.82	-0.15	10.18	0.14	10.45	0.72	10.19	-0.20
LIGGETT	0.56	-0.01	0.57	0.01	0.57	-0.09	1.54	0.05	1.57	0.12	1.51	-0.21
LORILLARD	1.57	-0.02	1.61	0.02	1.55	-0.07	4.26	0.12	4.45	0.32	4.14	-0.09
PHILIP MORRIS	22.35	-1.30	21.80	-2.29	22.96	-0.37	60.82	-0.81	60.19	-2.29	61.30	0.29
REYNOLDS	8.18	-0.16	8.09	-0.11	8.22	-0.16	22.26	0.53	22.35	1.09	21.93	0.02
ALL OTHER MFGRS	0.34	-0.04	0.36	-0.01	0.35	0.07	0.94	-0.05	0.99	0.04	0.92	0.18
LIGHTS MENTHOL:INDUSTRY	13.09	0.34	13.54	0.79	12.91	0.19	100.00		100.00		100.00	
BROWN & WILLIAMSON W/O DB	3.13	0.01	3.26	0.19	3.10	-0.06	23.88	-0.58	24.04	-0.06	24.00	-0.81
LIGGETT	0.13	-0.02	0.13	-0.01	0.13	-0.03	1.03	-0.11	0.96	-0.12	1.04	-0.22
LORILLARD	2.31	0.08	2.39	0.12	2.30	0.10	17.67	0.17	17.62	-0.17	17.85	0.59
PHILIP MORRIS	3.81	0.40	4.10	0.65	3.65	0.28	29.12	2.40	30.28	3.21	28.26	1.75
REYNOLDS	3.56	-0.13	3.52	-0.15	3.58	-0.14	27.19	-1.75	26.00	-2.77	27.71	-1.55
ALL OTHER MFGRS	0.15	-0.01	0.15	0.00	0.15	0.04	1.12	-0.12	1.10	-0.09	1.14	0.25
ULTRAS:INDUSTRY	12.13	1.94	12.12	2.03	11.03	0.69	100.00		100.00		100.00	
BROWN & WILLIAMSON W/O DB	2.24	-0.20	2.25	-0.13	2.29	-0.25	18.50	-5.46	18.59	-4.97	20.79	-3.72
LIGGETT	0.13	0.00	0.12	-0.01	0.13	-0.03	1.06	-0.25	1.03	-0.22	1.22	-0.31
LORILLARD	0.98	-0.10	0.98	-0.09	1.01	-0.10	8.07	-2.54	8.09	-2.50	9.13	-1.56
PHILIP MORRIS	6.29	2.28	6.29	2.25	5.09	1.05	51.83	12.45	51.90	11.82	46.16	7.06
REYNOLDS	2.34	0.01	2.32	0.03	2.35	-0.01	19.30	-3.54	19.16	-3.52	21.28	-1.57
ALL OTHER MFGRS	0.15	-0.04	0.15	-0.03	0.16	0.02	1.23	-0.66	1.23	-0.60	1.43	0.11
ULTRAS NON-MENTHOL:INDUSTRY	9.93	2.00	9.90	2.03	8.81	0.74	100.00		100.00		100.00	
BROWN & WILLIAMSON W/O DB	1.66	-0.18	1.67	-0.12	1.71	-0.22	16.72	-6.49	16.83	-5.92	19.38	-4.53
LIGGETT	0.11	-0.01	0.11	0.00	0.12	-0.02	1.13	-0.35	1.10	-0.28	1.33	-0.40
LORILLARD	0.78	-0.08	0.78	-0.07	0.80	-0.08	7.82	-3.02	7.87	-2.95	9.08	-1.84
PHILIP MORRIS	5.55	2.25	5.54	2.20	4.36	1.03	55.94	14.33	55.98	13.49	49.50	8.18
REYNOLDS	1.68	0.06	1.66	0.07	1.67	0.02	16.90	-3.56	16.73	-3.53	18.95	-1.51
ALL OTHER MFGRS	0.15	-0.04	0.15	-0.03	0.16	0.03	1.49	-0.91	1.49	-0.82	1.76	0.10
ULTRAS MENTHOL:INDUSTRY	2.20	-0.06	2.22	0.00	2.21	-0.07	100.00		100.00		100.00	
BROWN & WILLIAMSON W/O DB	0.58	-0.02	0.59	0.00	0.58	-0.03	26.56	-0.04	26.43	0.00	26.41	-0.24
LIGGETT	0.02	0.00	0.02	0.00	0.02	0.00	0.75	0.05	0.71	-0.12	0.76	-0.06
LORILLARD	0.20	-0.02	0.20	-0.02	0.21	-0.01	9.18	-0.61	9.08	-0.72	9.35	-0.53
PHILIP MORRIS	0.73	0.02	0.75	0.05	0.73	0.02	33.28	1.72	33.73	2.16	32.87	1.67
REYNOLDS	0.66	-0.04	0.67	-0.02	0.68	-0.03	30.16	-1.06	29.98	-1.27	30.54	-0.79
ALL OTHER MFGRS	0.00	0.00	0.00	0.00	0.00	0.00	0.07	-0.06	0.07	-0.06	0.09	-0.04

COMPANY SHARE OF MARKET - SHARE OF SEGMENT
 SHARE AND CHANGE VERSUS YEAR AGO - JUNE, 1998
 BROWN & WILLIAMSON - EXCLUDING DIVESTED BRANDS
 NORTHEAST AREA

	SHARE OF MARKET						SHARE OF SEGMENT					
	YEAR TO DATE JUNE 1998	SHARE DIF	3 MONTH MVG JUNE 1998	SHARE DIF	12 MONTH MVG JUNE 1998	SHARE DIF	YEAR TO DATE JUNE 1998	SHARE DIF	3 MONTH MVG JUNE 1998	SHARE DIF	12 MONTH MVG JUNE 1998	SHARE DIF
KINGS:INDUSTRY	66.52	-0.02	66.63	-0.44	66.75	0.28	100.00		100.00		100.00	
BROWN & WILLIAMSON W/O DB	6.84	-0.38	6.96	-0.13	6.98	-0.46	10.29	-0.55	10.45	-0.12	10.46	-0.73
LIGGETT	0.49	-0.01	0.49	-0.01	0.49	-0.09	0.73	-0.01	0.73	-0.02	0.73	-0.14
LORILLARD	11.36	0.42	11.57	0.65	11.41	0.56	17.08	0.64	17.37	1.09	17.09	0.76
PHILIP MORRIS	35.96	0.31	35.79	-0.55	35.84	0.41	54.06	0.49	53.71	-0.47	53.70	0.41
REYNOLDS	11.39	-0.30	11.32	-0.36	11.54	-0.18	17.13	-0.44	16.99	-0.42	17.29	-0.34
ALL OTHER MFGRS	0.48	-0.07	0.50	-0.05	0.49	0.03	0.72	-0.11	0.75	-0.07	0.73	0.03
100'S:INDUSTRY	31.89	0.00	31.73	0.35	31.68	-0.25	100.00		100.00		100.00	
BROWN & WILLIAMSON W/O DB	5.80	-0.23	5.92	0.06	5.86	-0.41	18.18	-0.73	18.64	-0.05	18.51	-1.12
LIGGETT	0.38	-0.03	0.37	-0.01	0.39	-0.08	1.20	-0.09	1.18	-0.02	1.24	-0.23
LORILLARD	4.63	0.09	4.68	0.13	4.63	0.15	14.52	0.29	14.76	0.28	14.62	0.58
PHILIP MORRIS	13.56	0.36	13.25	0.16	13.23	0.11	42.53	1.15	41.76	0.04	41.75	0.66
REYNOLDS	6.75	-0.11	6.72	0.04	6.80	-0.15	21.17	-0.35	21.18	-0.12	21.46	-0.29
ALL OTHER MFGRS	0.76	-0.09	0.78	-0.04	0.77	0.13	2.40	-0.27	2.47	-0.15	2.42	0.41
110'S + :INDUSTRY	1.59	0.02	1.63	0.08	1.57	-0.03	100.00		100.00		100.00	
BROWN & WILLIAMSON W/O DB	0.68	0.02	0.69	0.03	0.67	0.02	42.96	1.00	42.26	-0.34	42.74	1.97
LIGGETT	0.17	0.01	0.17	0.00	0.17	-0.02	10.82	0.29	10.57	-0.28	10.91	-1.02
LORILLARD	0.08	0.04	0.11	0.07	0.06	0.02	4.79	2.28	6.87	4.44	3.54	1.00
PHILIP MORRIS	0.34	-0.02	0.35	0.00	0.35	-0.01	21.65	-1.15	21.20	-1.07	22.33	-0.34
REYNOLDS	0.31	-0.04	0.31	-0.03	0.32	-0.03	19.78	-2.43	19.10	-2.75	20.48	-1.61
ALL OTHER MFGRS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
SLIMS:INDUSTRY	4.96	-0.12	5.07	0.06	4.98	-0.11	100.00		100.00		100.00	
BROWN & WILLIAMSON W/O DB	1.91	-0.04	1.94	0.03	1.89	-0.03	38.40	-0.01	38.30	0.11	37.90	0.12
LIGGETT	0.17	0.01	0.17	0.00	0.17	-0.02	3.47	0.22	3.40	0.04	3.44	-0.30
LORILLARD	0.11	0.01	0.14	0.03	0.10	-0.01	2.15	0.15	2.82	0.64	1.96	-0.12
PHILIP MORRIS	2.05	-0.02	2.08	0.04	2.08	0.00	41.21	0.37	41.02	0.23	41.70	0.91
REYNOLDS	0.73	-0.05	0.73	-0.04	0.74	-0.05	14.69	-0.76	14.37	-1.05	14.94	-0.62
ALL OTHER MFGRS	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.02	0.08	0.02	0.07	0.01
SOFT PACK:INDUSTRY	38.72	-4.02	38.46	-3.26	39.96	-3.80	100.00		100.00		100.00	
BROWN & WILLIAMSON W/O DB	7.90	-0.99	7.94	-0.66	8.17	-1.28	20.40	-0.40	20.64	0.04	20.46	-1.14
LIGGETT	0.86	-0.04	0.86	-0.01	0.88	-0.16	2.23	0.12	2.23	0.14	2.19	-0.18
LORILLARD	5.09	-0.26	5.12	-0.11	5.16	-0.26	13.14	0.63	13.30	0.77	12.91	0.53
PHILIP MORRIS	11.15	-1.46	10.84	-1.55	11.68	-1.05	28.80	-0.70	28.19	-1.50	29.22	0.12
REYNOLDS	12.72	-1.22	12.69	-0.93	13.08	-1.25	32.84	0.23	32.99	0.35	32.72	-0.02
ALL OTHER MFGRS	1.00	-0.06	1.02	0.00	1.00	0.21	2.59	0.11	2.65	0.20	2.50	0.69

COMPANY SHARE OF MARKET - SHARE OF SEGMENT
SHARE AND CHANGE VERSUS YEAR AGO - JUNE, 1998
BROWN & WILLIAMSON - EXCLUDING DIVESTED BRANDS
NORTHEAST AREA

	SHARE OF MARKET						SHARE OF SEGMENT					
	YEAR TO DATE		3 MONTH MVG		12 MONTH MVG		YEAR TO DATE		3 MONTH MVG		12 MONTH MVG	
	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE
	1998	DIF	1998	DIF	1998	DIF	1998	DIF	1998	DIF	1998	DIF
BOX:INDUSTRY	61.28	4.02	61.54	3.26	60.04	3.80	100.00		100.00		100.00	
BROWN & WILLIAMSON W/O DB	5.42	0.40	5.63	0.61	5.35	0.44	8.85	0.09	9.15	0.54	8.90	0.18
LIGGETT	0.18	0.01	0.18	0.00	0.18	-0.02	0.29	-0.01	0.29	-0.01	0.30	-0.05
LORILLARD	10.98	0.81	11.25	0.98	10.94	0.98	17.92	0.16	18.29	0.66	18.22	0.51
PHILIP MORRIS	38.72	2.13	38.55	1.16	37.74	1.57	63.18	-0.72	62.64	-1.52	62.86	-1.46
REYNOLDS	5.74	0.77	5.67	0.59	5.58	0.89	9.37	0.69	9.21	0.49	9.30	0.96
ALL OTHER MFGRS	0.24	-0.10	0.26	-0.09	0.25	-0.06	0.39	-0.21	0.43	-0.17	0.42	-0.14

BRAND STYLE RANKING - RANKED ON 12 MONTH SHARE
JUNE, 1998
BROWN & WILLIAMSON - EXCLUDING DIVESTED BRANDS
NORTHEAST AREA

	RANK	12 MO SHARE	CUM. SHARE	3 MO. SHARE		RANK	12 MO SHARE	CUM. SHARE	3 MO. SHARE
MARLBORO KSF B	1	11.86	11.86	11.60	PARLIAMENT LT 100	26	0.63	56.06	0.47
MARLBORO LT KSF B	2	10.95	22.81	10.22	MARLBORO LT 100	27	0.57	56.64	0.50
NEWPORT KSF M B	3	6.45	29.26	6.53	WINSTON LT KSF B	28	0.55	57.19	0.55
MARLBORO LT 100 B	4	2.28	31.55	2.03	CAMEL KSF B	29	0.55	57.74	0.55
NEWPORT 100 M B	5	2.15	33.70	2.23	WINSTON LT KSF	30	0.55	58.29	0.51
PARLIAMENT LT KSF B	6	1.92	35.61	1.97	MARLBORO KSF M B	31	0.54	58.83	0.62
NEWPORT KSF M	7	1.64	37.26	1.65	WINSTON 100	32	0.51	59.34	0.49
MARLBORO KSF	8	1.62	38.88	1.56	SALEM LT 100 M	33	0.46	59.80	0.45
NEWPORT LT KSF M B	9	1.47	40.35	1.52	MERIT KSF B	34	0.45	60.25	0.46
MARLBORO 100 B	10	1.38	41.72	1.34	DORAL LT 100 LP	35	0.42	60.67	0.39
MARLBORO LT KSF	11	1.32	43.04	1.22	BASIC LT 100 LP	36	0.42	61.10	0.33
WINSTON KSF	12	1.26	44.31	1.21	BASIC 100 LP	37	0.41	61.51	0.33
MARLBORO MEDIUM KSF B	13	1.19	45.50	1.16	SALEM 100 M	38	0.41	61.92	0.39
CAMEL LT KSF B	14	1.09	46.59	1.11	SALEM SLM LT 100 M B	39	0.37	62.29	0.38
PALL MALL KS NF	15	0.99	47.58	0.95	BASIC LT 100 M LP	40	0.37	62.66	0.35
KOOL KSF M	16	0.92	48.49	0.89	KOOL 100 M B	41	0.36	63.03	0.40
KOOL KSF M B	17	0.85	49.34	0.93	GPC KSF B LP	42	0.36	63.39	0.39
WINSTON KSF B	18	0.83	50.17	0.81	MARLBORO 100	43	0.36	63.75	0.34
MARLBORO BLUE ULT KSF B	19	0.82	50.99	1.81	LUCKY STRIKE 70 NF	44	0.36	64.11	0.35
NEWPORT 100 M	20	0.81	51.80	0.79	GPC 100 B LP	45	0.35	64.46	0.38
SALEM LT KSF M	21	0.78	52.58	0.77	BASIC ULT 100 LP	46	0.34	64.80	0.33
MERIT ULT B	22	0.77	53.35	0.76	GPC 100 LP	47	0.34	65.14	0.34
MARLBORO LT KSF M B	23	0.75	54.11	0.94	CARLTON 100 B	48	0.33	65.46	0.32
SALEM KSF M	24	0.69	54.79	0.68	MERIT ULT 100 B	49	0.32	65.79	0.30
CAMEL 70 NF	25	0.64	55.43	0.63	MARLBORO BLUE ULT 100 B	50	0.32	66.11	0.62

BRAND STYLE RANKING - RANKED ON 12 MONTH SHARE
JUNE, 1998
BROWN & WILLIAMSON - EXCLUDING DIVESTED BRANDS
NORTHEAST AREA

	RANK	12 MO SHARE	CUM. SHARE	3 MO. SHARE		RANK	12 MO SHARE	CUM. SHARE	3 MO. SHARE
DORAL ULT 100 LP	51	0.32	66.44	0.36	TRUE KSF	76	0.26	73.71	0.25
KOOL 100 M	52	0.32	66.76	0.32	BASIC LT KSF LP	77	0.26	73.97	0.23
DORAL LT 100 M LP	53	0.32	67.08	0.33	TOT RJR PVTLB FF 100	78	0.26	74.23	0.25
B & H DLX ULT 100 B	54	0.32	67.40	0.31	VICEROY KSF LP	79	0.25	74.48	0.23
WINSTON LT 100	55	0.31	67.71	0.28	TAREYTON KSF	80	0.23	74.71	0.23
NEWPORT LT 100 M B	56	0.31	68.01	0.32	CARLTON KSF	81	0.23	74.95	0.22
CAMEL LT KSF	57	0.31	68.32	0.31	MERIT KSF	82	0.23	75.18	0.22
KENT KSF	58	0.30	68.62	0.30	GPC LT 100 LP	83	0.23	75.41	0.23
BASIC KSF LP	59	0.30	68.92	0.27	TOT RJR PVTLB LT 100	84	0.23	75.64	0.22
VIRGINIA SLIMS LT 100 M B	60	0.29	69.21	0.30	VIRGINIA SLIMS ULT 100 M B	85	0.23	75.87	0.25
MARLBORO LT 100 M B	61	0.29	69.51	0.35	KOOL MLD KSF M	86	0.23	76.10	0.23
VIRGINIA SLIMS LT 100 B	62	0.29	69.80	0.29	MISTY SLM LT 120 B LP	87	0.23	76.33	0.24
VIRGINIA SLIMS ULT 100 B	63	0.29	70.09	0.29	VIRGINIA SLIMS 100 M	88	0.22	76.55	0.22
B & H 100	64	0.29	70.38	0.28	GPC ULT 100 LP	89	0.22	76.78	0.23
NEWPORT LT KSF M	65	0.29	70.67	0.28	MISTY SLM LT 100 M B LP	90	0.22	77.00	0.23
DORAL 100 LP	66	0.29	70.96	0.27	DORAL LT KSF LP	91	0.22	77.23	0.21
MERIT 100	67	0.29	71.24	0.30	KOOL MLD KSF M B	92	0.22	77.45	0.26
MERIT ULT KSF	68	0.28	71.53	0.25	MERIT ULT 100	93	0.22	77.66	0.24
CARLTON 100	69	0.28	71.81	0.27	BASIC LT KSF M LP	94	0.21	77.88	0.22
SALEM ULT 100 M	70	0.28	72.09	0.27	TOT RJR PVTLB LT 100 M	95	0.21	78.09	0.21
VIRGINIA SLIMS 100	71	0.27	72.36	0.27	GPC LT KSF B LP	96	0.21	78.30	0.23
MARLBORO MEDIUM 100 B	72	0.27	72.64	0.28	MISTY SLM LT 120 M B LP	97	0.21	78.51	0.22
GPC KSF LP	73	0.27	72.91	0.28	GPC LT 100 B LP	98	0.20	78.71	0.23
CAMEL KSF	74	0.27	73.18	0.28	KENT 100	99	0.20	78.92	0.20
SALEM ULT KSF M	75	0.27	73.45	0.27	OLD GOLD KSF LP	100	0.20	79.12	0.21

BRAND STYLE RANKING - RANKED ON 12 MONTH SHARE
JUNE, 1998
BROWN & WILLIAMSON - EXCLUDING DIVESTED BRANDS
NORTHEAST AREA

	RANK	12 MO SHARE	CUM. SHARE	3 MO. SHARE		RANK	12 MO SHARE	CUM. SHARE	3 MO. SHARE
MISTY SLM LT 100 B LP	101	0.20	79.32	0.21	MONARCH LT 100 M LP	126	0.15	83.64	0.14
B & H 100 M	102	0.20	79.52	0.20	GPC LT KSF LP	127	0.15	83.79	0.15
GPC LT 100 M LP	103	0.20	79.71	0.20	MARLBORO MEDIUM KSF	128	0.15	83.94	0.14
CAPRI 97 B	104	0.19	79.91	0.19	MONARCH ULT 100 LP	129	0.15	84.09	0.14
B & H DLX ULT 100 M B	105	0.19	80.10	0.19	MISTY SLM ULT 100 B LP	130	0.15	84.23	0.15
VANTAGE KSF	106	0.19	80.28	0.18	GPC KS NF LP	131	0.15	84.38	0.15
WINSTON LT 100 B	107	0.19	80.47	0.19	MERIT ULT KSF M	132	0.14	84.52	0.15
ALL OTHER 100 CK LP	108	0.18	80.65	0.20	ALL OTHER LT 100 WT LP	133	0.14	84.67	0.14
VIRGINIA SLIMS LT 120 B	109	0.18	80.84	0.18	MORE 120	134	0.14	84.81	0.14
TOT RJR PVTLB ULT 100	110	0.18	81.02	0.18	DORAL LT KSF M LP	135	0.14	84.95	0.14
TAREYTON 100	111	0.18	81.20	0.18	PALL MALL 100	136	0.14	85.09	0.14
BASIC KSF B LP	112	0.18	81.38	0.17	CAPRI 97 M B	137	0.14	85.23	0.14
TRUE 100	113	0.18	81.56	0.17	DORAL 100 M LP	138	0.14	85.37	0.14
DORAL KSF LP	114	0.17	81.73	0.18	MORE 120 M	139	0.14	85.50	0.13
BASIC LT KSF B LP	115	0.17	81.90	0.16	KENT III KSF	140	0.14	85.64	0.13
BASIC ULT KSF LP	116	0.17	82.07	0.17	KENT GLDN LT KSF	141	0.14	85.78	0.13
NOW 100	117	0.17	82.24	0.16	BASIC 100 M LP	142	0.13	85.91	0.14
PARLIAMENT LT KSF	118	0.16	82.40	0.15	TOT B&W PVTLB LT 100	143	0.13	86.04	0.12
TOT RJR PVTLB FF KSF	119	0.16	82.56	0.15	DORAL LT 100 B LP	144	0.13	86.18	0.21
GPC 100 M LP	120	0.16	82.72	0.16	MONARCH 100 LP	145	0.13	86.31	0.12
MONARCH LT 100 LP	121	0.16	82.88	0.14	VICEROY 100 LP	146	0.13	86.44	0.12
MISTY SLM ULT 100 M B LP	122	0.15	83.03	0.16	KENT III 100	147	0.13	86.57	0.13
B & H LT 100	123	0.15	83.18	0.15	PARLIAMENT LT KSF M B	148	0.13	86.69	0.15
TOT B&W PVTLB FF 100	124	0.15	83.34	0.14	ALL OTHER ULT 100 WT LP	149	0.12	86.82	0.12
B & H 100 B	125	0.15	83.49	0.15	GPC LT KSF M LP	150	0.12	86.94	0.13

BRAND STYLE RANKING - RANKED ON 12 MONTH SHARE
JUNE, 1998
BROWN & WILLIAMSON - EXCLUDING DIVESTED BRANDS
NORTHEAST AREA

	RANK	12 MO SHARE	CUM. SHARE	3 MO. SHARE		RANK	12 MO SHARE	CUM. SHARE	3 MO. SHARE
MERIT ULTIMA KSF B	151	0.12	87.06	0.12	BASIC LT 100 B LP	176	0.10	89.76	0.12
TOT RJR PVTLB LT KSF M	152	0.12	87.18	0.12	KENT GLDN LT 100	177	0.10	89.86	0.10
VIRGINIA SLIMS LT 120 M B	153	0.12	87.30	0.12	CAMBRIDGE LT 100 LP	178	0.10	89.96	0.09
CARLTON 100 M	154	0.12	87.42	0.12					
OLD GOLD KSF B LP	155	0.12	87.53	0.14					
CAMEL WIDE 79 B	156	0.12	87.65	0.12					
OLD GOLD 100 LP	157	0.12	87.76	0.12					
DORAL 100 B LP	158	0.11	87.88	0.17					
TRUE KSF M	159	0.11	87.99	0.11					
WINSTON ULT KSF	160	0.11	88.10	0.10					
TOT RJR PVTLB LT KSF	161	0.11	88.21	0.11					
DORAL LT KSF B LP	162	0.11	88.32	0.12					
CAMEL LT KSF M B	163	0.11	88.43	0.11					
TOT B&W PVTLB LT 100 M	164	0.11	88.54	0.10					
MARLBORO KSF M	165	0.11	88.65	0.11					
L&M KSF	166	0.10	88.75	0.11					
TOT RJR PVTLB FF KSF B	167	0.10	88.86	0.10					
DORAL KSF B LP	168	0.10	88.96	0.12					
BASIC KS NF LP	169	0.10	89.06	0.11					
NOW 100 M	170	0.10	89.17	0.10					
GPC MED 100 B LP	171	0.10	89.27	0.08					
CAMEL KSF M B	172	0.10	89.37	0.10					
BASIC 100 B LP	173	0.10	89.47	0.12					
GPC ULT KSF LP	174	0.10	89.57	0.10					
GPC KSF M LP	175	0.10	89.67	0.10					

BRAND FAMILIES OVER 1% SHARE OF MARKET - RANKED ON 12 MONTH SHARE
SHARE AND CHANGE VERSUS YEAR AGO - JUNE, 1998
BROWN & WILLIAMSON - EXCLUDING DIVESTED BRANDS
NORTHEAST AREA

	YEAR TO DATE		CURRENT MO.		3 MONTH MVG.		6 MONTH MVG.		12 MONTH MVG.	
	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE
	1998	DIF	1998	DIF	1998	DIF	1998	DIF	1998	DIF
MARLBORO	35.63	1.05	37.29	0.92	35.23	0.10	35.63	1.05	35.06	0.87
NEWPORT	13.42	0.71	13.45	1.10	13.66	0.99	13.42	0.71	13.41	0.89
WINSTON	4.62	0.16	4.57	0.27	4.62	0.22	4.62	0.16	4.85	0.25
CAMEL	3.64	-0.19	3.26	-0.75	3.60	-0.28	3.64	-0.19	3.58	-0.08
GPC	3.41	0.18	3.10	0.00	3.53	0.35	3.41	0.18	3.44	0.27
BASIC	3.52	0.23	3.81	0.69	3.17	-0.04	3.52	0.23	3.41	0.25
SALEM	3.27	-0.23	3.14	-0.25	3.30	-0.18	3.27	-0.23	3.38	-0.16
MERIT	3.08	-0.20	2.84	-0.13	3.13	-0.22	3.08	-0.20	3.18	-0.20
KOOL	3.18	0.06	3.31	0.35	3.32	0.24	3.18	0.06	3.16	0.03
PARLIAMENT	2.98	0.10	2.80	-0.34	3.16	0.10	2.98	0.10	2.96	0.05
DORAL	2.90	0.22	2.81	0.14	2.91	0.32	2.90	0.22	2.74	0.12
VIRGINIA SLIMS	2.00	-0.02	1.93	0.07	2.03	0.04	2.00	-0.02	2.03	0.00
TOT RJR PVTLB	1.80	-0.04	1.77	0.02	1.74	-0.09	1.80	-0.04	1.77	-0.15
B & H	1.47	-0.12	1.45	0.00	1.49	-0.07	1.47	-0.12	1.52	-0.08
ALL OTHER	1.24	-0.16	1.32	-0.11	1.28	-0.08	1.24	-0.16	1.25	0.15
CARLTON	1.21	-0.12	1.15	-0.09	1.20	-0.10	1.21	-0.12	1.24	-0.12
MISTY	1.26	-0.04	1.25	-0.01	1.29	0.03	1.26	-0.04	1.23	-0.04
PALL MALL	1.11	-0.11	1.06	-0.12	1.10	-0.09	1.11	-0.11	1.14	-0.09
MONARCH	1.03	-0.18	0.95	-0.22	1.00	-0.16	1.03	-0.18	1.08	-0.16
TOT B&W PVTLB	0.98	-0.38	0.85	-0.31	0.95	-0.31	0.98	-0.38	1.07	-0.35
KENT	1.04	-0.10	0.99	-0.09	1.05	-0.07	1.04	-0.10	1.06	-0.12
ALL OTHER BRANDS WITH SHARES LESS THAN 1.00%	7.24	-0.84	6.91	-1.14	7.23	-0.69	7.24	-0.84	7.44	-1.32

BRAND SHARE ANALYSIS - RANKED ON 12 MONTH SHARE
SHARE AND CHANGE VERSUS YEAR AGO - JUNE, 1998
BROWN & WILLIAMSON - EXCLUDING DIVESTED BRANDS
NORTHEAST AREA

	YEAR TO DATE JUNE 1998	SHARE DIF	CURRENT MO. JUNE 1998	SHARE DIF	3 MONTH MVG. JUNE 1998	SHARE DIF	6 MONTH MVG. JUNE 1998	SHARE DIF	12 MONTH MVG. JUNE 1998	SHARE DIF	BDI
TOTAL PHILIP MORRIS	49.87	0.67	51.30	0.94	49.39	-0.38	49.87	0.67	49.42	0.51	100
MARLBORO	35.63	1.05	37.29	0.92	35.23	0.10	35.63	1.05	35.06	0.87	101
KSF	1.60	-0.12	1.62	-0.03	1.56	-0.14	1.60	-0.12	1.62	-0.12	49
KSF 1/2 CTN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	21
KSF (25)	0.05	-0.01	0.05	0.00	0.05	0.00	0.05	-0.01	0.05	-0.01	48
KSF B	11.72	-0.23	12.28	-0.53	11.60	-0.57	11.72	-0.23	11.86	-0.10	144
KSF B 1/2 CTN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	47
100	0.35	-0.04	0.34	-0.03	0.34	-0.04	0.35	-0.04	0.36	-0.04	42
100 B	1.35	-0.01	1.32	-0.02	1.34	-0.02	1.35	-0.01	1.38	0.02	80
83 B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
KSF M	0.11	-0.01	0.11	0.01	0.11	0.00	0.11	-0.01	0.11	-0.01	43
100 M B	0.10	0.10	0.49	0.49	0.19	0.19	0.10	0.10	0.05	0.05	130
KSF M B	0.57	0.10	0.65	0.16	0.62	0.14	0.57	0.10	0.54	0.09	271
LT KSF	1.24	-0.21	1.28	-0.13	1.22	-0.23	1.24	-0.21	1.32	-0.15	42
LT KSF 1/2 CTN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	17
LT KSF (25)	0.03	-0.01	0.02	0.00	0.02	-0.01	0.03	-0.01	0.03	0.00	39
LT KSF B	10.40	-0.76	10.78	-0.96	10.22	-1.20	10.40	-0.76	10.95	0.07	123
LT KSF B 1/2 CTN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	41
LT 100	0.53	-0.11	0.53	-0.08	0.50	-0.13	0.53	-0.11	0.57	-0.08	42
LT 100 B	2.24	-0.24	2.20	-0.62	2.03	-0.51	2.24	-0.24	2.28	-0.12	88
MEDIUM KSF	0.14	-0.03	0.15	-0.01	0.14	-0.03	0.14	-0.03	0.15	-0.02	54
MEDIUM KSF 1/2 CTN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8
MEDIUM KSF B	1.22	-0.05	1.25	-0.18	1.16	-0.14	1.22	-0.05	1.19	-0.05	138
MEDIUM KSF B 1/2 CTN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	19
MEDIUM 100	0.05	-0.01	0.05	0.00	0.05	-0.01	0.05	-0.01	0.05	-0.01	43
MEDIUM 100 B	0.28	0.01	0.29	0.02	0.28	0.00	0.28	0.01	0.27	0.01	89
LT KSF M (2)	0.05	0.00	0.05	0.00	0.05	0.00	0.05	0.00	0.05	0.01	61
LT KSF M B	0.82	0.19	1.00	0.34	0.94	0.29	0.82	0.19	0.75	0.15	139
LT 100 M B	0.31	0.06	0.35	0.07	0.35	0.09	0.31	0.06	0.29	0.05	98
LT 100 M (2)	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	49
BLUE ULT KSF B	1.74	1.74	1.78	1.78	1.81	1.81	1.74	1.74	0.82	0.82	94
BLUE ULT 100 B	0.69	0.69	0.66	0.66	0.62	0.62	0.69	0.69	0.32	0.32	65

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BASIC	3.52	0.23	3.81	0.69	3.17	-0.04	3.52	0.23	3.41	0.25	68
KS NF LP	0.10	0.00	0.11	0.01	0.11	0.00	0.10	0.00	0.10	0.00	92
KSF LP	0.29	-0.02	0.36	0.06	0.27	-0.05	0.29	-0.02	0.30	0.00	59
KSF B LP	0.19	0.02	0.18	0.01	0.17	0.01	0.19	0.02	0.18	0.02	88
100 LP	0.35	-0.14	0.44	-0.01	0.33	-0.14	0.35	-0.14	0.41	-0.05	68
100 B LP	0.21	0.21	0.13	0.13	0.12	0.12	0.21	0.21	0.10	0.10	81
KSF M LP	0.07	0.01	0.08	0.01	0.07	0.01	0.07	0.01	0.07	0.01	79
KSF M B LP	0.06	0.01	0.06	0.01	0.06	0.01	0.06	0.01	0.05	-0.01	117
100 M LP	0.13	0.01	0.14	0.02	0.14	0.01	0.13	0.01	0.13	0.01	95
LT KSF LP	0.25	-0.03	0.29	0.02	0.23	-0.07	0.25	-0.03	0.26	0.00	54
LT KSF B LP	0.19	0.02	0.18	0.03	0.16	0.02	0.19	0.02	0.17	0.03	84
LT 100 LP	0.35	-0.14	0.45	0.00	0.33	-0.14	0.35	-0.14	0.42	-0.04	59
LT 100 B LP	0.21	0.21	0.13	0.13	0.12	0.12	0.21	0.21	0.10	0.10	77
LT KSF M LP	0.21	0.00	0.23	0.02	0.22	0.01	0.21	0.00	0.21	0.01	80
LT 100 M LP	0.39	0.05	0.43	0.11	0.35	0.03	0.39	0.05	0.37	0.05	68
ULT KSF LP	0.16	-0.01	0.17	0.00	0.17	-0.01	0.16	-0.01	0.17	0.00	68
ULT 100 LP	0.35	0.04	0.43	0.13	0.33	0.02	0.35	0.04	0.34	0.03	62
MERIT	3.08	-0.20	2.84	-0.13	3.13	-0.22	3.08	-0.20	3.18	-0.20	149
KSF	0.23	-0.02	0.20	-0.03	0.22	-0.03	0.23	-0.02	0.23	-0.03	90
KSF B	0.43	-0.04	0.40	-0.02	0.46	-0.03	0.43	-0.04	0.45	-0.04	272
100	0.28	-0.01	0.25	-0.03	0.30	0.01	0.28	-0.01	0.29	-0.03	112
KSF M	0.06	-0.01	0.06	0.00	0.06	0.00	0.06	-0.01	0.06	-0.01	123
100 M	0.04	-0.01	0.03	0.00	0.04	0.00	0.04	-0.01	0.04	-0.01	88
ULT KSF	0.27	-0.04	0.24	-0.02	0.25	-0.07	0.27	-0.04	0.28	-0.04	91
ULT B	0.75	-0.02	0.70	-0.01	0.76	-0.03	0.75	-0.02	0.77	0.00	281
ULT 100	0.22	-0.01	0.20	-0.01	0.24	0.01	0.22	-0.01	0.22	-0.02	79
ULT 100 B	0.31	-0.01	0.27	0.01	0.30	-0.05	0.31	-0.01	0.32	0.00	229
ULTIMA KSF	0.03	-0.01	0.03	0.00	0.03	-0.01	0.03	-0.01	0.03	-0.01	77
ULTIMA KSF B	0.12	-0.01	0.12	0.00	0.12	-0.01	0.12	-0.01	0.12	-0.01	276
ULTIMA 100	0.03	-0.01	0.03	-0.01	0.03	-0.01	0.03	-0.01	0.03	-0.01	67
ULTIMA 100 B	0.09	-0.01	0.09	0.00	0.09	-0.01	0.09	-0.01	0.09	-0.01	216
ULT KSF M	0.14	-0.01	0.14	0.00	0.15	0.00	0.14	-0.01	0.14	0.00	148
ULT 100 M	0.09	0.00	0.09	0.00	0.09	0.00	0.09	0.00	0.09	0.00	104
PARLIAMENT	2.98	0.10	2.80	-0.34	3.16	0.10	2.98	0.10	2.96	0.05	360
LT 100	0.56	-0.14	0.35	-0.31	0.47	-0.23	0.56	-0.14	0.63	-0.07	266
LT 100 RCB	0.20	0.20	0.23	0.23	0.39	0.39	0.20	0.20	0.10	0.10	424
LT KSF	0.15	-0.02	0.15	-0.01	0.15	-0.02	0.15	-0.02	0.16	-0.02	181
LT KSF B	1.90	0.07	1.88	-0.04	1.97	0.02	1.90	0.07	1.92	0.07	434
LT KSF M B	0.13	-0.02	0.16	-0.20	0.15	-0.07	0.13	-0.02	0.13	-0.03	483
LT 100 M B	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	510

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VIRGINIA SLIMS	2.00	-0.02	1.93	0.07	2.03	0.04	2.00	-0.02	2.03	0.00	84
100	0.27	-0.02	0.26	0.00	0.27	-0.01	0.27	-0.02	0.27	-0.01	95
100 B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
100 M	0.22	0.00	0.21	0.02	0.22	0.01	0.22	0.00	0.22	0.00	82
100 M B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT 100 B	0.28	-0.02	0.27	0.00	0.29	-0.01	0.28	-0.02	0.29	-0.01	99
LT 100 B (10)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT 120 B	0.18	-0.01	0.18	0.01	0.18	0.00	0.18	-0.01	0.18	-0.01	67
LT 100 M B	0.29	0.00	0.28	0.02	0.30	0.01	0.29	0.00	0.29	0.00	89
LT 100 M B (10)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT 120 M B	0.12	0.00	0.11	0.00	0.12	0.00	0.12	0.00	0.12	0.00	61
ULT 100 B	0.29	0.00	0.28	0.00	0.29	0.00	0.29	0.00	0.29	0.01	92
SSLM 100 B	0.04	0.00	0.04	0.00	0.04	0.00	0.04	0.00	0.04	0.00	82
ULT 100 M B	0.24	0.02	0.23	0.02	0.25	0.03	0.24	0.02	0.23	0.02	80
SSLM 100 M B	0.07	0.00	0.07	0.00	0.08	0.00	0.07	0.00	0.07	0.00	77
B & H	1.47	-0.12	1.45	0.00	1.49	-0.07	1.47	-0.12	1.52	-0.08	70
SPCL KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
KSF B	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	265
100	0.28	-0.04	0.27	-0.02	0.28	-0.03	0.28	-0.04	0.29	-0.04	106
100 B	0.15	-0.01	0.14	0.00	0.15	0.00	0.15	-0.01	0.15	-0.01	175
SPCL KSF M B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
100 M	0.20	0.00	0.20	0.02	0.20	0.00	0.20	0.00	0.20	0.00	47
100 M B	0.06	0.00	0.05	0.00	0.06	0.00	0.06	0.00	0.06	0.00	62
MULTIFLT KSF	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	115
LT 100 B (2)	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	66
SPCL LT KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT 100	0.15	-0.02	0.14	-0.01	0.15	-0.02	0.15	-0.02	0.15	-0.02	81
LT 100 M B (2)	0.02	0.00	0.02	0.00	0.02	0.00	0.02	0.00	0.02	0.00	25
SPCL LT KSF M B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT 100 M	0.09	0.00	0.09	0.01	0.09	0.00	0.09	0.00	0.10	0.00	40
DLX ULT 100 B	0.30	-0.03	0.29	-0.02	0.31	-0.03	0.30	-0.03	0.32	-0.02	79
DLX ULT 100 M B	0.19	0.00	0.20	0.03	0.19	0.01	0.19	0.00	0.19	0.00	54

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TOT PM PVTLB	0.42	-0.14	0.39	-0.18	0.43	-0.04	0.42	-0.14	0.46	-0.14	83
KS NF	0.02	-0.01	0.02	-0.01	0.02	0.00	0.02	-0.01	0.02	-0.01	84
KSF	0.04	-0.02	0.04	-0.02	0.04	0.00	0.04	-0.02	0.05	-0.02	83
KSF B	0.02	0.00	0.02	-0.01	0.02	0.00	0.02	0.00	0.02	0.00	218
100	0.05	-0.02	0.05	-0.03	0.05	-0.01	0.05	-0.02	0.06	-0.03	65
100 B	0.02	0.00	0.02	0.00	0.02	0.00	0.02	0.00	0.02	0.00	199
KSF M	0.02	0.00	0.02	0.00	0.02	0.00	0.02	0.00	0.02	-0.01	96
100 M	0.03	-0.01	0.04	0.00	0.04	0.00	0.03	-0.01	0.03	-0.01	57
100 M B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	75
LT KSF	0.04	-0.02	0.03	-0.02	0.03	-0.01	0.04	-0.02	0.04	-0.01	99
LT KSF B	0.01	0.00	0.01	0.00	0.02	0.00	0.01	0.00	0.01	0.00	224
LT 100	0.04	-0.02	0.03	-0.03	0.04	-0.01	0.04	-0.02	0.04	-0.02	66
LT KSF M	0.03	-0.01	0.02	-0.01	0.03	0.00	0.03	-0.01	0.03	-0.01	119
LT 100 M	0.03	-0.01	0.03	-0.01	0.03	-0.01	0.03	-0.01	0.03	-0.01	69
ULT KSF	0.03	-0.01	0.02	-0.02	0.03	-0.01	0.03	-0.01	0.03	-0.01	105
ULT 100	0.04	-0.02	0.04	-0.02	0.04	-0.01	0.04	-0.02	0.05	-0.01	69
CAMBRIDGE	0.42	-0.13	0.46	-0.03	0.41	-0.12	0.42	-0.13	0.43	-0.13	44
KSF LP	0.03	-0.01	0.03	-0.01	0.03	-0.01	0.03	-0.01	0.04	-0.02	53
FF 100 LP	0.06	-0.02	0.06	-0.01	0.06	-0.02	0.06	-0.02	0.06	-0.02	49
LT KSF LP	0.06	-0.02	0.07	-0.01	0.06	-0.02	0.06	-0.02	0.06	-0.02	45
LT 100 LP	0.10	-0.03	0.11	0.00	0.09	-0.03	0.10	-0.03	0.10	-0.03	42
LT KSF M LP	0.03	-0.01	0.02	0.00	0.03	0.00	0.03	-0.01	0.03	-0.01	59
LT 100 M LP	0.05	-0.01	0.06	0.00	0.05	-0.01	0.05	-0.01	0.05	-0.01	38
100 LP	0.07	-0.02	0.08	-0.01	0.07	-0.03	0.07	-0.02	0.07	-0.02	40
LOWEST KSF LP	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	57
LOWEST 100 LP	0.02	0.00	0.01	0.00	0.02	0.00	0.02	0.00	0.02	0.00	43
ALPINE	0.17	-0.03	0.16	-0.03	0.17	-0.03	0.17	-0.03	0.18	-0.05	104
KSF M LP	0.02	-0.01	0.02	0.00	0.02	0.00	0.02	-0.01	0.03	-0.01	91
KSF M B LP	0.01	0.00	0.00	0.00	0.01	0.00	0.01	0.00	0.01	0.00	503
100 M LP	0.03	-0.01	0.03	0.00	0.03	0.00	0.03	-0.01	0.03	-0.01	84
LT KSF M LP	0.04	-0.01	0.04	-0.01	0.04	-0.01	0.04	-0.01	0.04	-0.01	110
LT KSF M B LP	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	517
LT 100 M LP	0.06	-0.01	0.05	-0.01	0.06	-0.01	0.06	-0.01	0.06	-0.01	96
SARATOGA	0.05	0.00	0.04	0.00	0.05	0.00	0.05	0.00	0.05	0.00	57
120	0.04	0.00	0.03	0.00	0.04	0.00	0.04	0.00	0.04	0.00	63
120 M	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	44

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	YEAR TO DATE		CURRENT MO.		3 MONTH MVG.		6 MONTH MVG.		12 MONTH MVG.		
	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	BDI
	1998	DIF	1998	DIF	1998	DIF	1998	DIF	1998	DIF	
PLAYERS	0.05	-0.05	0.04	-0.02	0.04	-0.08	0.05	-0.05	0.05	-0.03	123
70 NF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	203
KSF B	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	203
100 B	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	155
NAVY KSF B	0.00	-0.01	0.00	0.00	0.00	-0.02	0.00	-0.01	0.00	-0.01	43
KSF M B	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	157
100 M B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	107
LT KSF (250)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	172
LT 100 (250)	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	94
NAVY LT KSF B	0.00	-0.03	0.00	-0.01	0.00	-0.05	0.00	-0.03	0.00	-0.02	551
LT KSF M (250)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	122
LT 100 M (250)	0.00	0.00	0.01	0.00	0.01	0.00	0.00	0.00	0.01	0.00	71
ROTHMANS	0.04	0.00	0.04	0.00	0.04	0.00	0.04	0.00	0.04	0.00	293
BLUE KSF B (2)	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	307
KSF B (25)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	384
RED MLD KSF B (2)	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	258
SPCL MLD KSF B (25)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	239
COMMANDER	0.02	0.00	0.02	0.00	0.02	0.00	0.02	0.00	0.02	0.00	146
70 NF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	196
KS NF	0.02	0.00	0.02	0.00	0.02	0.00	0.02	0.00	0.02	0.00	140
BRISTOL	0.01	-0.01	0.01	-0.01	0.01	-0.01	0.01	-0.01	0.02	-0.01	29
KS NF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	59
KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	28
100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	23
LT KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	28
LT 100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	25
LT KSF M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	43
LT 100 M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	21
ULT 100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	31
LOWEST KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	36
LOWEST 100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	41
BUCKS	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	135
KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	145
LT KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	126
C PLAYERS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	122
FLT REG B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	107
MED REG B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT REG B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	161
LT KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	91
EXTRA LT REG B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	49
EXTRA LT KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	39
LT SMTH REG B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT SMTH KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999

BRAND SHARE ANALYSIS - RANKED ON 12 MONTH SHARE
SHARE AND CHANGE VERSUS YEAR AGO - JUNE, 1998
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	YEAR TO DATE		CURRENT MO.		3 MONTH MVG.		6 MONTH MVG.		12 MONTH MVG.		
	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	BDI
	1998	DIF	1998	DIF	1998	DIF	1998	DIF	1998	DIF	
ALL AMERICAN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	17
KS NF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	18
100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	30
LT KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10
LT 100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	18
LT KSF M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12
LT 100 M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20
ULT KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20
ULT 100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	13
ENGLISH OVALS KS NF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	195
CC	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	48
SKYLINE KSF B LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	39
VISTA LT KSF B LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	64
MEDLEY LT KSF M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	34
DAVES KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
TOTAL R. J. REYNOLDS	18.46	-0.44	17.63	-0.98	18.35	-0.34	18.46	-0.44	18.66	-0.36	76
WINSTON	4.62	0.16	4.57	0.27	4.62	0.22	4.62	0.16	4.85	0.25	90
KSF	1.20	-0.23	1.20	-0.19	1.21	-0.19	1.20	-0.23	1.26	-0.21	92
KSF B	0.79	0.18	0.78	0.17	0.81	0.18	0.79	0.18	0.83	0.21	140
100	0.48	-0.02	0.47	-0.01	0.49	0.00	0.48	-0.02	0.51	-0.01	86
SELECT KSF	0.06	-0.03	0.05	-0.03	0.06	-0.03	0.06	-0.03	0.07	-0.03	81
SELECT KSF B	0.07	-0.03	0.07	-0.03	0.07	-0.03	0.07	-0.03	0.08	-0.04	135
SELECT 100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	92
SELECT 100 B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	74
LT KSF	0.51	-0.05	0.51	-0.01	0.51	-0.04	0.51	-0.05	0.55	-0.03	66
LT KSF B	0.55	0.25	0.55	0.25	0.55	0.24	0.55	0.25	0.55	0.26	116
LT 100	0.28	-0.04	0.28	-0.02	0.28	-0.03	0.28	-0.04	0.31	-0.03	59
LT 100 B	0.18	0.07	0.18	0.06	0.19	0.06	0.18	0.07	0.19	0.07	114
SELECT LT KSF	0.03	-0.02	0.03	-0.02	0.03	-0.02	0.03	-0.02	0.04	-0.02	75
SELECT LT KSF B	0.04	-0.02	0.04	-0.02	0.04	-0.02	0.04	-0.02	0.05	-0.02	132
SELECT LT 100	0.02	-0.01	0.02	-0.01	0.02	-0.01	0.02	-0.01	0.03	-0.01	83
SELECT SLM LT 100 B	0.02	-0.01	0.02	-0.01	0.02	-0.01	0.02	-0.01	0.02	0.00	82
SELECT LT 100 B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
ULT KSF	0.11	0.00	0.10	0.00	0.10	0.00	0.11	0.00	0.11	0.00	58
ULT 83 B	0.11	0.10	0.11	0.10	0.10	0.08	0.11	0.10	0.09	0.07	104
ULT 100	0.09	-0.01	0.09	-0.01	0.09	-0.01	0.09	-0.01	0.10	0.00	50
ULT 100 B	0.06	0.05	0.06	0.04	0.06	0.05	0.06	0.05	0.06	0.05	86

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	YEAR TO DATE JUNE 1998	SHARE DIF	CURRENT MO. JUNE 1998	SHARE DIF	3 MONTH MVG. JUNE 1998	SHARE DIF	6 MONTH MVG. JUNE 1998	SHARE DIF	12 MONTH MVG. JUNE 1998	SHARE DIF	BDI
CAMEL	3.64	-0.19	3.26	-0.75	3.60	-0.28	3.64	-0.19	3.58	-0.08	73
70 NF	0.62	-0.04	0.62	-0.02	0.63	-0.02	0.62	-0.04	0.64	-0.04	102
KSF	0.27	-0.03	0.24	-0.06	0.28	-0.02	0.27	-0.03	0.27	-0.05	55
KSF B	0.57	-0.04	0.45	-0.29	0.55	-0.03	0.57	-0.04	0.55	0.01	74
WIDE 79 B	0.12	0.00	0.12	0.00	0.12	0.01	0.12	0.00	0.12	0.00	57
100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3
99 B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
RED KSF B	0.05	-0.02	0.04	-0.04	0.05	-0.03	0.05	-0.02	0.05	0.01	88
KSF M B	0.11	-0.04	0.09	-0.02	0.10	-0.08	0.11	-0.04	0.10	-0.03	100
MENTHE KSF M SLIDE B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	104
LT KSF	0.30	-0.03	0.29	-0.05	0.31	-0.02	0.30	-0.03	0.31	-0.05	54
SPC LT KSF	0.01	0.00	0.01	-0.01	0.01	0.00	0.01	0.00	0.01	0.00	32
LT KSF B	1.15	0.06	1.01	-0.20	1.11	0.04	1.15	0.06	1.09	0.09	91
SPC LT KSF B	0.05	-0.01	0.04	-0.01	0.05	-0.01	0.05	-0.01	0.05	-0.01	67
LT 100	0.05	0.00	0.04	-0.01	0.05	0.00	0.05	0.00	0.05	0.00	29
SPC LT 100 B	0.03	-0.01	0.03	-0.01	0.03	-0.01	0.03	-0.01	0.03	-0.01	48
LT 99 B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
WIDE LT 79 B	0.07	0.00	0.07	0.00	0.07	0.00	0.07	0.00	0.07	-0.01	64
RED LT KSF B	0.06	0.00	0.05	-0.03	0.06	-0.02	0.06	0.00	0.06	0.03	87
LT KSF M B	0.12	-0.03	0.10	-0.01	0.11	-0.08	0.12	-0.03	0.11	-0.02	94
MENTHE LT KSF M SLIDE B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	104
ULT KSF	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.02	0.00	38
ULT KSF B	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	71
ULT 100 B	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	30
SALEM	3.27	-0.23	3.14	-0.25	3.30	-0.18	3.27	-0.23	3.38	-0.16	101
KSF M	0.66	-0.08	0.63	-0.09	0.68	-0.05	0.66	-0.08	0.69	-0.05	92
100 M	0.38	-0.05	0.37	-0.05	0.39	-0.03	0.38	-0.05	0.41	-0.03	87
SLM 100 M B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
FRESH 100 M	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
KSF M B (3)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	311
100 M SLIDE B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.01	526
KSF M SLIDE B	0.03	0.03	0.00	0.00	0.01	0.01	0.03	0.03	0.03	0.03	524
PREF 100 M	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	52
LT KSF M	0.76	-0.07	0.73	-0.09	0.77	-0.06	0.76	-0.07	0.78	-0.06	110
LT KSF M SLIDE B	0.03	0.03	0.01	0.01	0.01	0.01	0.03	0.03	0.02	0.02	526
LT 100 M	0.44	-0.05	0.43	-0.05	0.45	-0.03	0.44	-0.05	0.46	-0.03	96
LT 100 M B	0.05	0.00	0.05	0.00	0.05	0.00	0.05	0.00	0.05	0.00	163
SLM LT 100 M B	0.37	-0.01	0.37	0.01	0.38	-0.01	0.37	-0.01	0.37	-0.01	108
GOLD LT KSF M B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
FRESH LT 100 M	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
PREF LT 100 M	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	50
ULT KSF M	0.26	-0.01	0.26	0.01	0.27	-0.01	0.26	-0.01	0.27	-0.01	116
ULT 100 M	0.27	-0.02	0.27	0.00	0.27	-0.01	0.27	-0.02	0.28	-0.02	89
SLM ULT 100 M B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999

BRAND SHARE ANALYSIS - RANKED ON 12 MONTH SHARE
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BROWN & WILLIAMSON - EXCLUDING DIVESTED BRANDS
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	YEAR TO DATE		CURRENT MO.		3 MONTH MVG.		6 MONTH MVG.		12 MONTH MVG.		
	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	BDI
	1998	DIF	1998	DIF	1998	DIF	1998	DIF	1998	DIF	
DORAL	2.90	0.22	2.81	0.14	2.91	0.32	2.90	0.22	2.74	0.12	41
KS NF LP	0.04	0.01	0.04	0.00	0.04	0.01	0.04	0.01	0.04	0.00	60
KSF LP	0.18	-0.02	0.17	-0.02	0.18	0.00	0.18	-0.02	0.17	-0.04	36
100 LP	0.29	-0.05	0.26	-0.06	0.27	-0.04	0.29	-0.05	0.29	-0.06	37
100 B LP	0.15	0.10	0.17	0.11	0.17	0.12	0.15	0.10	0.11	0.09	49
KSF B LP	0.11	0.01	0.11	-0.01	0.12	-0.01	0.11	0.01	0.10	0.01	60
KSF M LP	0.08	0.00	0.07	-0.01	0.08	0.00	0.08	0.00	0.08	-0.01	37
KSF M B LP	0.05	0.02	0.04	0.01	0.04	0.01	0.05	0.02	0.04	0.01	161
100 M LP	0.14	0.01	0.14	0.01	0.14	0.02	0.14	0.01	0.14	0.00	38
LT KSF LP	0.23	0.00	0.21	0.00	0.21	0.00	0.23	0.00	0.22	-0.02	37
LT KSF B LP	0.12	0.01	0.12	-0.01	0.12	-0.01	0.12	0.01	0.11	0.01	56
LT 100 LP	0.42	-0.06	0.37	-0.09	0.39	-0.06	0.42	-0.06	0.42	-0.06	37
LT 100 B LP	0.18	0.12	0.20	0.14	0.21	0.15	0.18	0.12	0.13	0.11	47
LT KSF M LP	0.14	0.00	0.14	-0.02	0.14	0.00	0.14	0.00	0.14	-0.01	52
LT 100 M LP	0.34	0.05	0.32	0.04	0.33	0.06	0.34	0.05	0.32	0.04	48
ULT KSF LP	0.10	0.00	0.10	0.00	0.10	0.00	0.10	0.00	0.10	0.00	38
ULT 100 LP	0.35	0.04	0.35	0.05	0.36	0.06	0.35	0.04	0.32	0.03	37
TOT RJR PVTLB	1.80	-0.04	1.77	0.02	1.74	-0.09	1.80	-0.04	1.77	-0.15	109
KS NF	0.08	0.00	0.08	0.00	0.08	0.00	0.08	0.00	0.08	0.00	141
FF KSF	0.16	-0.02	0.16	0.00	0.15	-0.02	0.16	-0.02	0.16	-0.03	101
FF KSF B	0.11	0.01	0.11	0.01	0.10	0.01	0.11	0.01	0.10	0.00	238
FF 100	0.26	-0.01	0.25	-0.01	0.25	-0.02	0.26	-0.01	0.26	-0.03	91
FF 100 B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	70
FF KSF M	0.08	0.00	0.08	0.01	0.07	0.00	0.08	0.00	0.07	0.00	187
FF 100 M	0.09	0.00	0.09	0.01	0.09	0.00	0.09	0.00	0.09	0.00	143
LT KSF	0.11	-0.01	0.11	0.00	0.11	-0.01	0.11	-0.01	0.11	-0.02	100
LT KSF B	0.08	0.01	0.08	0.01	0.08	0.01	0.08	0.01	0.08	0.00	244
LT 100	0.23	-0.01	0.22	-0.01	0.22	-0.02	0.23	-0.01	0.23	-0.02	89
LT 100 B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	13
LT KSF M	0.12	0.00	0.12	0.00	0.12	-0.01	0.12	0.00	0.12	-0.01	156
LT 100 M	0.21	0.00	0.21	0.00	0.21	-0.01	0.21	0.00	0.21	-0.02	104
ULT KSF	0.07	0.00	0.07	0.00	0.07	0.00	0.07	0.00	0.07	-0.01	109
ULT 100	0.18	-0.01	0.18	0.00	0.18	-0.01	0.18	-0.01	0.18	-0.02	78

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	YEAR TO DATE JUNE 1998	SHARE DIF	CURRENT MO. JUNE 1998	SHARE DIF	3 MONTH MVG. JUNE 1998	SHARE DIF	6 MONTH MVG. JUNE 1998	SHARE DIF	12 MONTH MVG. JUNE 1998	SHARE DIF	BDI
MONARCH	1.03	-0.18	0.95	-0.22	1.00	-0.16	1.03	-0.18	1.08	-0.16	227
KS NF LP	0.03	0.00	0.03	-0.01	0.03	0.00	0.03	0.00	0.03	0.00	251
KSF LP	0.06	-0.01	0.05	-0.02	0.05	-0.01	0.06	-0.01	0.06	-0.02	199
KSF B LP	0.04	-0.01	0.03	-0.01	0.04	-0.01	0.04	-0.01	0.04	-0.01	440
100 LP	0.12	-0.03	0.11	-0.03	0.12	-0.02	0.12	-0.03	0.13	-0.02	229
KSF M LP	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	194
KSF M B LP	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	490
100 M LP	0.09	-0.01	0.08	-0.01	0.08	0.00	0.09	-0.01	0.09	0.00	222
LT KSF LP	0.06	-0.01	0.06	-0.02	0.06	-0.01	0.06	-0.01	0.06	-0.01	186
LT KSF B LP	0.04	-0.01	0.04	-0.01	0.04	-0.01	0.04	-0.01	0.04	-0.01	431
LT 100 LP	0.15	-0.03	0.14	-0.03	0.14	-0.03	0.15	-0.03	0.16	-0.02	214
LT KSF M LP	0.05	-0.01	0.04	-0.01	0.05	-0.01	0.05	-0.01	0.05	-0.01	198
LT KSF M B LP	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.02	0.00	515
LT 100 M LP	0.15	-0.02	0.13	-0.03	0.14	-0.01	0.15	-0.02	0.15	-0.01	218
ULT KSF LP	0.05	-0.01	0.05	-0.01	0.05	-0.01	0.05	-0.01	0.05	-0.01	230
ULT 100 LP	0.14	-0.03	0.13	-0.03	0.14	-0.03	0.14	-0.03	0.15	-0.02	223
VANTAGE	0.40	-0.06	0.38	-0.05	0.40	-0.05	0.40	-0.06	0.42	-0.05	44
KSF	0.18	-0.02	0.18	-0.01	0.18	-0.02	0.18	-0.02	0.19	-0.02	53
100	0.07	-0.01	0.07	-0.01	0.07	-0.01	0.07	-0.01	0.08	-0.01	44
KSF M	0.02	0.00	0.02	0.00	0.02	0.00	0.02	0.00	0.02	0.00	28
100 M	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	18
ULT KSF	0.02	0.00	0.01	0.00	0.02	0.00	0.02	0.00	0.02	0.00	12
ULT B3 B	0.05	-0.01	0.05	-0.01	0.05	-0.01	0.05	-0.01	0.05	-0.01	216
ULT 100	0.02	0.00	0.01	-0.01	0.02	0.00	0.02	0.00	0.02	0.00	14
ULT 100 B	0.04	-0.01	0.04	-0.01	0.04	-0.01	0.04	-0.01	0.04	-0.01	176
NOW	0.36	-0.05	0.34	-0.05	0.36	-0.05	0.36	-0.05	0.38	-0.05	100
KSF	0.07	-0.01	0.07	-0.02	0.07	-0.01	0.07	-0.01	0.08	-0.01	127
KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	195
100	0.16	-0.03	0.15	-0.02	0.16	-0.02	0.16	-0.03	0.17	-0.02	100
100 B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	166
KSF M	0.03	0.00	0.02	0.00	0.03	0.00	0.03	0.00	0.03	0.00	111
100 M	0.10	-0.01	0.10	-0.01	0.10	-0.01	0.10	-0.01	0.10	-0.01	85
MORE	0.34	-0.04	0.32	-0.03	0.34	-0.03	0.34	-0.04	0.35	-0.03	80
120	0.14	-0.02	0.13	-0.01	0.14	-0.02	0.14	-0.02	0.14	-0.02	95
120 M	0.13	-0.01	0.13	-0.01	0.13	-0.01	0.13	-0.01	0.14	-0.01	90
LT 100 B	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	112
LT 120	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
WHITE LT 120	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	74
LT 100 M B	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	94
LT 120 M	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
WHITE LT 120 M	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.02	0.00	65

BRAND SHARE ANALYSIS - RANKED ON 12 MONTH SHARE
SHARE AND CHANGE VERSUS YEAR AGO - JUNE, 1998
BROWN & WILLIAMSON - EXCLUDING DIVESTED BRANDS
NORTHEAST AREA

	YEAR TO DATE		CURRENT MO.		3 MONTH MVG.		6 MONTH MVG.		... 12 MONTH MVG. ...		
	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	BDI
	1998	DIF	1998	DIF	1998	DIF	1998	DIF	1998	DIF	
CENTURY	0.05	-0.01	0.04	-0.01	0.05	-0.01	0.05	-0.01	0.05	-0.01	80
KSF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	106
100	0.02	0.00	0.01	0.00	0.01	0.00	0.02	0.00	0.02	0.00	84
LT KSF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	95
LT 100	0.02	-0.01	0.02	-0.01	0.02	-0.01	0.02	-0.01	0.03	-0.01	76
LT 100 M	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	60
MAGNA	0.01	-0.01	0.01	-0.01	0.01	-0.01	0.01	-0.01	0.01	-0.01	73
KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	58
KSF B LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	120
LT KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	50
LT KSF B LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	78
STERLING	0.01	-0.01	0.01	-0.01	0.01	-0.01	0.01	-0.01	0.01	-0.01	48
KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	62
KSF M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
100 M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	27
LT KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT 100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	49
SLM LT 100 B LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	58
LT KSF M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT 100 M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	39
SLM LT 100 M B LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	58
ULT 100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	58
ULT 100 M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	65
BEST VALUE	0.01	-0.01	0.01	-0.01	0.01	-0.01	0.01	-0.01	0.01	-0.01	6
KS NF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	21
KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6
100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5
KSF M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9
100 M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6
LT KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7
LT 100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4
LT KSF M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10
LT 100 M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5
ULT KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7
ULT 100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4
EXPORT	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	111
A 72 B (25)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	113
A MED 72 B (25)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100
A LT 72 B (25)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	91
A EXTRA LT 72 B (25)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	137
A ULT 72 B (25)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	147

BRAND SHARE ANALYSIS - RANKED ON 12 MONTH SHARE
SHARE AND CHANGE VERSUS YEAR AGO - JUNE, 1998
BROWN & WILLIAMSON - EXCLUDING DIVESTED BRANDS
NORTHEAST AREA

	YEAR TO DATE		CURRENT MO.		3 MONTH MVG.		6 MONTH MVG.		12 MONTH MVG.		
	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	BDI
	1998	DIF	1998	DIF	1998	DIF	1998	DIF	1998	DIF	
PLANET	0.01	0.00	0.00	-0.01	0.00	0.00	0.01	0.00	0.01	0.00	129
KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	112
FF M 85 B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	232
LT KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	128
LT M 85 B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	202
BEE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	163
KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	171
LT KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	154
JUMBO	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	327
KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	347
LT KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	308
ICEBOX	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	366
KSF M B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	367
LT KSF M B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	365
HOUSE BLEND	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	169
KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	181
LT KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	157
SEDONA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	237
KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	249
LT KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	231
CITY	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
100 B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT 100 B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
POLITIX	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
METRO	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
SLM LT 100 B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
SLM LT 100 M B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
NORTH STAR	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
TOTAL BROWN & WILLIAMSON	13.32	-0.58	12.78	-0.36	13.57	-0.04	13.32	-0.58	13.52	-0.84	86

BRAND SHARE ANALYSIS - RANKED ON 12 MONTH SHARE
SHARE AND CHANGE VERSUS YEAR AGO - JUNE, 1998
BROWN & WILLIAMSON - EXCLUDING DIVESTED BRANDS
NORTHEAST AREA

	YEAR TO DATE JUNE 1998	SHARE DIF	CURRENT MO. JUNE 1998	SHARE DIF	3 MONTH MVG. JUNE 1998	SHARE DIF	6 MONTH MVG. JUNE 1998	SHARE DIF	12 MONTH MVG. JUNE 1998	SHARE DIF	BDI
GPC	3.41	0.18	3.10	0.00	3.53	0.35	3.41	0.18	3.44	0.27	56
KS NF LP	0.15	0.00	0.13	-0.01	0.15	0.01	0.15	0.00	0.15	0.00	68
KSF LP	0.27	-0.04	0.24	-0.04	0.28	-0.02	0.27	-0.04	0.27	-0.04	48
KSF B LP	0.36	0.01	0.34	-0.01	0.39	0.03	0.36	0.01	0.36	0.03	78
100 LP	0.33	-0.03	0.30	-0.04	0.34	0.00	0.33	-0.03	0.34	-0.04	48
100 B LP	0.36	0.04	0.33	0.02	0.38	0.07	0.36	0.04	0.35	0.06	68
KSF M LP	0.10	-0.01	0.09	-0.01	0.10	0.00	0.10	-0.01	0.10	-0.01	63
100 M LP	0.16	0.00	0.15	0.00	0.16	0.01	0.16	0.00	0.16	0.00	52
LT KSF LP	0.15	-0.01	0.13	-0.02	0.15	0.00	0.15	-0.01	0.15	-0.02	47
LT KSF B LP	0.22	0.03	0.19	0.00	0.23	0.04	0.22	0.03	0.21	0.03	85
LT 100 LP	0.23	-0.01	0.21	-0.02	0.23	0.00	0.23	-0.01	0.23	-0.01	44
LT 100 B LP	0.22	0.05	0.19	0.02	0.23	0.05	0.22	0.05	0.20	0.05	61
MED KSF B LP	0.07	0.07	0.06	0.06	0.07	0.07	0.07	0.07	0.09	0.09	71
MED 100 B LP	0.08	0.08	0.07	0.07	0.08	0.08	0.08	0.08	0.10	0.10	67
LT KSF M LP	0.12	0.00	0.11	0.00	0.13	0.01	0.12	0.00	0.12	0.00	67
LT 100 M LP	0.20	0.01	0.19	0.00	0.20	0.01	0.20	0.01	0.20	0.01	49
ULT KSF LP	0.10	-0.01	0.09	-0.01	0.10	0.00	0.10	-0.01	0.10	0.00	49
ULT 100 LP	0.22	0.00	0.21	-0.01	0.23	0.01	0.22	0.00	0.22	0.00	40
ULT KSF M LP	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	64
ULT 100 M LP	0.06	0.00	0.05	0.00	0.06	0.01	0.06	0.00	0.06	0.01	47
KOOL	3.18	0.06	3.31	0.35	3.32	0.24	3.18	0.06	3.16	0.03	93
70 NF M	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	103
KSF M	0.88	-0.08	0.76	-0.16	0.89	-0.05	0.88	-0.08	0.92	-0.08	78
KSF M B	0.87	0.08	1.08	0.34	0.93	0.12	0.87	0.08	0.85	0.07	146
100 M	0.31	-0.04	0.28	-0.06	0.32	-0.02	0.31	-0.04	0.32	-0.05	69
100 M B	0.39	0.10	0.44	0.15	0.40	0.10	0.39	0.10	0.36	0.08	137
FLT KSF M	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
FLT KSF M B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
FLT 100 M	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
MLD KSF M	0.22	-0.02	0.19	-0.04	0.23	0.00	0.22	-0.02	0.23	-0.02	68
LT KSF M (2)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
MLD KSF M B	0.24	0.03	0.29	0.09	0.26	0.06	0.24	0.03	0.22	0.02	114
MLD 100 M	0.05	0.00	0.04	-0.01	0.05	0.00	0.05	0.00	0.05	0.00	52
LT 100 M (2)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
MLD 100 B	0.08	0.01	0.09	0.03	0.10	0.02	0.08	0.01	0.07	0.01	90
LT KSF M	0.04	0.00	0.04	0.00	0.05	0.00	0.04	0.00	0.04	0.00	79
LT 100 M	0.03	0.00	0.02	0.00	0.03	0.00	0.03	0.00	0.03	0.00	55
ULT KSF M (2)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
ULT 100 M (2)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
ULT KSF M	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	80
ULT 100 M	0.03	0.00	0.02	0.00	0.03	0.00	0.03	0.00	0.03	0.00	65

BRAND SHARE ANALYSIS - RANKED ON 12 MONTH SHARE
SHARE AND CHANGE VERSUS YEAR AGO - JUNE, 1998
BROWN & WILLIAMSON - EXCLUDING DIVESTED BRANDS
NORTHEAST AREA

	YEAR TO DATE JUNE 1998	SHARE DIF	CURRENT MO. JUNE 1998	SHARE DIF	3 MONTH MVG. JUNE 1998	SHARE DIF	6 MONTH MVG. JUNE 1998	SHARE DIF	12 MONTH MVG. JUNE 1998	SHARE DIF	BDI
CARLTON	1.21	-0.12	1.15	-0.09	1.20	-0.10	1.21	-0.12	1.24	-0.12	109
KSF	0.22	-0.04	0.21	-0.03	0.22	-0.03	0.22	-0.04	0.23	-0.04	125
ULT B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	244
100	0.27	-0.04	0.26	-0.04	0.27	-0.03	0.27	-0.04	0.28	-0.04	108
100 B	0.32	-0.02	0.31	-0.01	0.32	-0.01	0.32	-0.02	0.33	-0.02	108
120	0.07	0.00	0.07	0.00	0.07	0.00	0.07	0.00	0.07	-0.01	71
83 B	0.06	0.00	0.06	0.00	0.06	-0.01	0.06	0.00	0.06	0.00	228
SLM 100 B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
KSF M	0.06	-0.01	0.06	0.00	0.06	-0.01	0.06	-0.01	0.07	-0.01	128
ULT KSF M B	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	-0.01	153
100 M	0.12	-0.01	0.11	-0.01	0.12	-0.01	0.12	-0.01	0.12	-0.01	107
100 M B	0.05	0.00	0.04	0.00	0.04	0.00	0.05	0.00	0.05	0.00	95
120 M	0.02	0.00	0.02	0.00	0.02	0.00	0.02	0.00	0.03	0.00	60
SLM 100 M B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
MISTY	1.26	-0.04	1.25	-0.01	1.29	0.03	1.26	-0.04	1.23	-0.04	90
SLM 100 B LP	0.04	-0.01	0.04	0.00	0.04	0.00	0.04	-0.01	0.04	-0.01	104
SLM 100 M B LP	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	107
SLM LT 100 B LP	0.20	-0.03	0.20	-0.01	0.21	-0.01	0.20	-0.03	0.20	-0.02	105
SLM LT 120 B LP	0.24	0.01	0.24	0.02	0.24	0.02	0.24	0.01	0.23	0.01	78
SLM LT 100 M B LP	0.23	-0.01	0.22	0.00	0.23	0.00	0.23	-0.01	0.22	-0.02	104
SLM LT 120 M B LP	0.22	0.02	0.22	0.01	0.22	0.01	0.22	0.02	0.21	0.01	75
SLM ULT 100 B LP	0.15	-0.01	0.15	-0.01	0.15	0.00	0.15	-0.01	0.15	-0.01	95
SLM ULT 100 M B LP	0.16	0.00	0.16	-0.01	0.16	0.01	0.16	0.00	0.15	0.00	88
PALL MALL	1.11	-0.11	1.06	-0.12	1.10	-0.09	1.11	-0.11	1.14	-0.09	124
KS NF	0.96	-0.09	0.91	-0.10	0.95	-0.08	0.96	-0.09	0.99	-0.08	130
100	0.14	-0.01	0.13	-0.02	0.14	-0.01	0.14	-0.01	0.14	-0.01	98
RED KSF	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	90
RED 100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	91
LT 100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	63
GOLD LT 100 B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
TOT B&W PVTLB	0.98	-0.38	0.85	-0.31	0.95	-0.31	0.98	-0.38	1.07	-0.35	158
KS NF	0.07	-0.02	0.07	-0.03	0.07	-0.02	0.07	-0.02	0.08	-0.02	193
FF KSF	0.08	-0.04	0.07	-0.04	0.08	-0.03	0.08	-0.04	0.09	-0.04	119
FF KSF B	0.08	-0.03	0.07	-0.01	0.08	-0.02	0.08	-0.03	0.09	-0.02	312
FF 100	0.14	-0.07	0.12	-0.05	0.14	-0.06	0.14	-0.07	0.15	-0.06	147
FF KSF M CK	0.05	-0.01	0.04	-0.01	0.05	-0.01	0.05	-0.01	0.05	-0.01	199
FF 100 M CK	0.05	-0.02	0.05	-0.01	0.05	-0.01	0.05	-0.02	0.06	-0.02	169
LT KSF	0.06	-0.03	0.05	-0.03	0.06	-0.02	0.06	-0.03	0.07	-0.03	120
LT KSF B	0.06	-0.02	0.06	-0.01	0.07	-0.02	0.06	-0.02	0.07	-0.02	309
LT 100	0.12	-0.05	0.10	-0.04	0.12	-0.04	0.12	-0.05	0.13	-0.05	137
LT KSF M	0.05	-0.02	0.05	-0.01	0.05	-0.01	0.05	-0.02	0.06	-0.01	184
LT 100 M	0.10	-0.03	0.09	-0.03	0.10	-0.02	0.10	-0.03	0.11	-0.03	149
ULT KSF	0.02	-0.01	0.02	-0.01	0.02	-0.01	0.02	-0.01	0.02	-0.01	145
ULT 100	0.08	-0.04	0.07	-0.03	0.08	-0.03	0.08	-0.04	0.09	-0.03	130

BRAND SHARE ANALYSIS - RANKED ON 12 MONTH SHARE
SHARE AND CHANGE VERSUS YEAR AGO - JUNE, 1998
BROWN & WILLIAMSON - EXCLUDING DIVESTED BRANDS
NORTHEAST AREA

	YEAR TO DATE		CURRENT MO.		3 MONTH MVG.		6 MONTH MVG.		... 12 MONTH MVG. ...		
	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	BDI
	1998	DIF	1998	DIF	1998	DIF	1998	DIF	1998	DIF	
PRIVATE STOCK	0.65	-0.25	0.56	-0.20	0.64	-0.19	0.65	-0.25	0.70	-0.23	173
KS NF LP	0.05	-0.01	0.05	-0.02	0.05	-0.01	0.05	-0.01	0.05	-0.01	210
KSF LP	0.05	-0.03	0.05	-0.02	0.05	-0.02	0.05	-0.03	0.06	-0.03	128
KSF B LP	0.06	-0.02	0.05	-0.01	0.06	-0.01	0.06	-0.02	0.06	-0.02	321
100 LP	0.09	-0.04	0.08	-0.03	0.09	-0.04	0.09	-0.04	0.10	-0.04	157
KSF M LP	0.03	-0.01	0.02	-0.01	0.03	0.00	0.03	-0.01	0.03	-0.01	207
100 M LP	0.02	-0.01	0.02	-0.01	0.02	-0.01	0.02	-0.01	0.03	-0.01	154
LT KSF LP	0.04	-0.02	0.03	-0.02	0.04	-0.01	0.04	-0.02	0.05	-0.02	128
LT KSF B LP	0.05	-0.01	0.04	-0.01	0.05	-0.02	0.05	-0.01	0.05	-0.01	320
LT 100 LP	0.08	-0.03	0.07	-0.02	0.08	-0.03	0.08	-0.03	0.09	-0.03	152
LT KSF M LP	0.04	-0.01	0.03	-0.01	0.04	-0.01	0.04	-0.01	0.04	-0.01	196
LT 100 M LP	0.07	-0.02	0.06	-0.02	0.07	-0.01	0.07	-0.02	0.07	-0.02	174
ULT KSF LP	0.01	-0.01	0.01	0.00	0.01	-0.01	0.01	-0.01	0.02	-0.01	179
ULT 100 LP	0.05	-0.02	0.05	-0.02	0.05	-0.02	0.05	-0.02	0.06	-0.02	151
CAPRI	0.53	0.00	0.52	0.01	0.54	0.01	0.53	0.00	0.54	0.01	82
120 B	0.07	0.00	0.07	0.00	0.07	0.00	0.07	0.00	0.08	0.01	52
97 B	0.19	-0.01	0.18	-0.01	0.19	0.00	0.19	-0.01	0.19	0.00	117
120 M B	0.05	0.00	0.05	0.01	0.05	0.00	0.05	0.00	0.05	0.00	49
97 M B	0.14	0.00	0.14	0.00	0.14	0.00	0.14	0.00	0.14	0.00	109
ULT 100 B	0.05	0.00	0.05	0.00	0.05	0.00	0.05	0.00	0.05	0.00	75
ULT 100 M B	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	65
VICEROY	0.47	-0.08	0.44	-0.07	0.47	-0.06	0.47	-0.08	0.49	-0.06	84
KSF LP	0.24	-0.03	0.22	-0.03	0.23	-0.03	0.24	-0.03	0.25	-0.03	95
100 LP	0.12	-0.02	0.12	-0.02	0.12	-0.01	0.12	-0.02	0.13	-0.02	77
KSF B LP	0.04	-0.01	0.04	-0.01	0.04	0.00	0.04	-0.01	0.05	0.00	150
LT 100 LP	0.03	-0.01	0.02	-0.01	0.03	0.00	0.03	-0.01	0.03	-0.01	46
LT KSF LP	0.03	-0.01	0.02	-0.01	0.03	-0.01	0.03	-0.01	0.03	-0.01	53
LT KSF B LP	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	156
ULT KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
ULT 100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	43
TAREYTON	0.43	-0.04	0.41	-0.05	0.43	-0.03	0.43	-0.04	0.44	-0.04	141
KS NF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	101
KSF	0.23	-0.02	0.22	-0.02	0.23	-0.02	0.23	-0.02	0.23	-0.02	161
100	0.18	-0.01	0.17	-0.02	0.18	-0.01	0.18	-0.01	0.18	-0.01	122
LT KSF	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	206
LT 100	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	113
LUCKY STRIKE	0.37	0.00	0.35	-0.01	0.35	-0.02	0.37	0.00	0.37	-0.02	170
70 NF	0.35	-0.03	0.34	-0.02	0.35	-0.02	0.35	-0.03	0.36	-0.03	173
KSF B	0.02	0.01	0.01	0.00	0.00	0.00	0.02	0.01	0.01	0.01	125
LTR KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LTR 100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT KSF B	0.01	0.01	0.00	0.00	0.00	0.00	0.01	0.01	0.01	0.01	114
LT 100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999

BRAND SHARE ANALYSIS - RANKED ON 12 MONTH SHARE
SHARE AND CHANGE VERSUS YEAR AGO - JUNE, 1998
BROWN & WILLIAMSON - EXCLUDING DIVESTED BRANDS
NORTHEAST AREA

	YEAR TO DATE JUNE 1998	SHARE DIF	CURRENT MO. JUNE 1998	SHARE DIF	3 MONTH MVG. JUNE 1998	SHARE DIF	6 MONTH MVG. JUNE 1998	SHARE DIF	12 MONTH MVG. JUNE 1998	SHARE DIF	BDI
PRIME	0.28	-0.10	0.25	-0.09	0.27	-0.10	0.28	-0.10	0.31	-0.10	165
KS NF LP	0.02	-0.01	0.02	-0.01	0.02	-0.01	0.02	-0.01	0.02	-0.01	185
KSF LP	0.02	-0.01	0.02	-0.01	0.02	-0.01	0.02	-0.01	0.03	-0.01	133
KSF B LP	0.02	-0.01	0.02	0.00	0.02	-0.01	0.02	-0.01	0.02	-0.01	308
100 LP	0.04	-0.02	0.04	-0.02	0.04	-0.02	0.04	-0.02	0.05	-0.02	161
KSF M LP	0.02	0.00	0.01	0.00	0.02	0.00	0.02	0.00	0.02	0.00	241
100 M LP	0.03	-0.01	0.02	0.00	0.02	0.00	0.03	-0.01	0.03	0.00	209
LT KSF LP	0.02	-0.01	0.02	0.00	0.02	-0.01	0.02	-0.01	0.02	-0.01	133
LT KSF B LP	0.02	-0.01	0.01	0.00	0.01	-0.01	0.02	-0.01	0.02	0.00	295
LT 100 LP	0.03	-0.01	0.03	-0.01	0.03	-0.01	0.03	-0.01	0.04	-0.01	139
LT KSF M LP	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.02	0.00	179
LT 100 M LP	0.03	-0.01	0.02	-0.01	0.02	-0.01	0.03	-0.01	0.03	-0.01	139
ULT KSF LP	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	143
ULT 100 LP	0.02	-0.01	0.02	-0.01	0.02	-0.01	0.02	-0.01	0.02	-0.01	128
BELAIR	0.10	-0.01	0.10	-0.01	0.10	-0.01	0.10	-0.01	0.11	-0.01	129
KSF	0.07	-0.01	0.07	-0.01	0.07	-0.01	0.07	-0.01	0.07	-0.01	140
100	0.03	-0.01	0.03	-0.01	0.03	-0.01	0.03	-0.01	0.03	0.00	111
BARCLAY	0.08	-0.01	0.07	-0.01	0.08	-0.01	0.08	-0.01	0.08	-0.01	126
KSF	0.03	-0.01	0.03	0.00	0.03	0.00	0.03	-0.01	0.03	-0.01	91
KSF B	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	281
100	0.02	0.00	0.02	0.00	0.02	0.00	0.02	0.00	0.02	0.00	95
RALEIGH	0.08	-0.02	0.07	-0.01	0.07	-0.01	0.08	-0.02	0.08	-0.02	122
KS NF	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	174
KSF	0.04	-0.01	0.04	0.00	0.04	-0.01	0.04	-0.01	0.04	-0.01	134
100	0.02	0.00	0.02	0.00	0.02	0.00	0.02	0.00	0.02	0.00	102
LT KSF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	104
LT 100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	79
SUMMIT	0.05	-0.03	0.04	-0.02	0.05	-0.02	0.05	-0.03	0.05	-0.03	68
KS NF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	106
KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	52
KSF B LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	222
100 LP	0.01	-0.01	0.01	0.00	0.01	0.00	0.01	-0.01	0.01	-0.01	68
KSF M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	60
100 M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	77
LT KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	57
LT KSF B LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	230
LT 100 LP	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	59
LT KSF M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	101
LT 100 M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	53
ULT KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	40
ULT 100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	52

BRAND SHARE ANALYSIS - RANKED ON 12 MONTH SHARE
SHARE AND CHANGE VERSUS YEAR AGO - JUNE, 1998
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NORTHEAST AREA

	YEAR TO DATE JUNE 1998	SHARE DIF	CURRENT MO. JUNE 1998	SHARE DIF	3 MONTH MVG. JUNE 1998	SHARE DIF	6 MONTH MVG. JUNE 1998	SHARE DIF	12 MONTH MVG. JUNE 1998	SHARE DIF	BDI
ST EXP 555	0.04	0.00	0.04	0.00	0.04	0.00	0.04	0.00	0.04	0.00	122
KSF B	0.04	0.00	0.04	0.00	0.04	0.00	0.04	0.00	0.04	0.00	128
SPCL FLT KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
INTNL KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	115
LT KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	24
RALEIGH EXTRA	0.04	-0.02	0.03	-0.01	0.04	-0.01	0.04	-0.02	0.04	-0.02	60
KS NF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	114
KSF LP	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	68
100 LP	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	65
LT KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	48
LT 100 LP	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	49
LT KSF M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT 100 M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	63
ULT KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
ULT 100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	46
RICHLAND	0.02	0.00	0.01	-0.01	0.01	0.00	0.02	0.00	0.02	0.00	122
KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	130
KSF B LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	120
100 B LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
KSF M LP	0.01	0.00	0.00	0.00	0.01	0.00	0.01	0.00	0.01	0.00	127
100 M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	108
LT KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT 100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
SILVA THINS	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	108
100 B	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	111
100 M B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99
TALL	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	110
120	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	108
120 M	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	122
AMERICAN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	95
FLT KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	247
FLT 100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	165
LT KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	154
LT 100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	63
LT 100 M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
MALIBU	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT 100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT 100 M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
ULT 100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999

BRAND SHARE ANALYSIS - RANKED ON 12 MONTH SHARE
SHARE AND CHANGE VERSUS YEAR AGO - JUNE, 1998
BROWN & WILLIAMSON - EXCLUDING DIVESTED BRANDS
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	YEAR TO DATE JUNE 1998	DATE SHARE DIF	CURRENT MO. JUNE 1998	SHARE DIF	3 MONTH MVG. JUNE 1998	SHARE DIF	6 MONTH MVG. JUNE 1998	SHARE DIF	12 MONTH MVG. JUNE 1998	SHARE DIF	BDI
MONTCLAIR	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-0.34	999
KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-0.03	999
KSF B LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-0.01	999
100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-0.07	999
100 M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-0.01	999
LT KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-0.03	999
LT KSF B LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-0.01	999
LT 100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-0.07	999
LT KSF M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-0.01	999
LT 100 M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-0.03	999
ULT KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-0.01	999
ULT 100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-0.05	999
RIVIERA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-0.01	999
KSF M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
83 M B LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
100 M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
100 M B LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT KSF M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT 100 M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
TOTAL LORILLARD	16.07	0.55	16.00	1.02	16.37	0.87	16.07	0.55	16.10	0.72	182
NEWPORT	13.42	0.71	13.45	1.10	13.66	0.99	13.42	0.71	13.41	0.89	198
KSF M	1.62	-0.06	1.61	0.10	1.65	0.04	1.62	-0.06	1.64	-0.05	97
KSF M (25)	0.04	-0.01	0.04	0.00	0.04	-0.01	0.04	-0.01	0.04	-0.01	162
KSF M B	6.41	0.44	6.49	0.54	6.53	0.51	6.41	0.44	6.45	0.59	254
100 M	0.81	0.00	0.74	-0.02	0.79	0.01	0.81	0.00	0.81	0.01	106
100 M (25)	0.06	-0.01	0.05	0.00	0.06	0.00	0.06	-0.01	0.06	-0.01	178
100 M B	2.19	0.20	2.21	0.25	2.23	0.24	2.19	0.20	2.15	0.22	235
SLM 120 M B	0.02	0.02	0.01	0.01	0.03	0.03	0.02	0.02	0.01	0.01	219
STR 100 NM B	0.02	0.00	0.02	0.00	0.02	0.00	0.02	0.00	0.02	0.00	265
SLM LT 100 M B (2)	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	311
LT KSF M	0.29	-0.01	0.29	0.01	0.28	-0.01	0.29	-0.01	0.29	-0.01	149
LT KSF M B	1.48	0.09	1.53	0.17	1.52	0.12	1.48	0.09	1.47	0.11	371
LT 100 M	0.09	0.00	0.09	0.01	0.09	0.00	0.09	0.00	0.09	0.00	144
LT 100 M B	0.32	0.04	0.31	0.04	0.32	0.04	0.32	0.04	0.31	0.04	339
SLM LT 120 M B	0.02	0.02	0.01	0.01	0.04	0.04	0.02	0.02	0.01	0.01	224
STR 100 M B	0.03	0.00	0.02	0.00	0.03	0.00	0.03	0.00	0.03	0.00	257
STR SLM LT 100 M B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999

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	YEAR TO DATE JUNE 1998	SHARE DIF	CURRENT MO. JUNE 1998	SHARE DIF	3 MONTH MVG. JUNE 1998	SHARE DIF	6 MONTH MVG. JUNE 1998	SHARE DIF	12 MONTH MVG. JUNE 1998	SHARE DIF	BDI
KENT	1.04	-0.10	0.99	-0.09	1.05	-0.07	1.04	-0.10	1.06	-0.12	151
KSF	0.29	-0.03	0.28	-0.04	0.30	-0.02	0.29	-0.03	0.30	-0.04	180
KSF B	0.02	0.00	0.02	0.00	0.02	0.00	0.02	0.00	0.02	0.00	306
100	0.20	-0.02	0.19	-0.01	0.20	-0.01	0.20	-0.02	0.20	-0.02	154
GLDN LT KSF	0.13	-0.01	0.13	-0.01	0.13	-0.01	0.13	-0.01	0.14	-0.02	153
GLDN LT KSF B	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	426
GLDN LT 100	0.10	-0.01	0.09	-0.01	0.10	0.00	0.10	-0.01	0.10	-0.01	120
GLDN LT 100 B	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	239
SLM LT 100 B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
INTNL KSF B LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
INTNL 100 B LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
100 M	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
GLDN LT M	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	110
GLDN LT 100 M	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	56
III KSF	0.13	-0.02	0.13	-0.01	0.13	-0.01	0.13	-0.02	0.14	-0.02	151
III 100	0.13	-0.01	0.12	-0.01	0.13	-0.01	0.13	-0.01	0.13	-0.01	110
III 100 B	0.02	0.00	0.02	0.00	0.02	0.00	0.02	0.00	0.02	0.00	227
TRUE	0.73	-0.08	0.70	-0.06	0.73	-0.07	0.73	-0.08	0.76	-0.07	194
KSF	0.25	-0.03	0.24	-0.03	0.25	-0.03	0.25	-0.03	0.26	-0.03	205
KSF B	0.07	0.00	0.06	0.00	0.07	0.00	0.07	0.00	0.07	0.00	457
100	0.17	-0.02	0.16	-0.02	0.17	-0.02	0.17	-0.02	0.18	-0.02	163
100 B	0.04	0.00	0.04	0.00	0.04	0.00	0.04	0.00	0.04	0.00	408
KSF M	0.11	-0.01	0.11	0.00	0.11	-0.01	0.11	-0.01	0.11	-0.01	182
100 M	0.09	-0.01	0.09	-0.01	0.09	-0.01	0.09	-0.01	0.09	-0.01	142
OLD GOLD	0.69	0.09	0.65	0.09	0.71	0.12	0.69	0.09	0.64	0.05	153
KS NF LP	0.02	0.00	0.01	0.00	0.02	0.00	0.02	0.00	0.01	0.00	181
KS NF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
KSF LP	0.21	0.00	0.20	0.00	0.21	0.01	0.21	0.00	0.20	-0.01	161
KSF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
KSF B LP	0.13	0.03	0.13	0.03	0.14	0.03	0.13	0.03	0.12	0.02	215
100 LP	0.12	0.01	0.11	0.01	0.12	0.01	0.12	0.01	0.12	0.00	160
100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
100 B	0.07	0.02	0.07	0.03	0.08	0.03	0.07	0.02	0.06	0.02	185
LT KSF LP	0.05	0.00	0.04	0.00	0.05	0.00	0.05	0.00	0.05	0.00	114
LT KSF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT KSF B LP	0.03	0.01	0.02	0.00	0.03	0.01	0.03	0.01	0.02	0.00	122
LT 100 LP	0.05	0.01	0.05	0.01	0.06	0.02	0.05	0.01	0.05	0.01	99
LT 100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT 100 M LP	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	80
ULT 100 LP	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.01	83

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	YEAR TO DATE		CURRENT MO.		3 MONTH MVG.		6 MONTH MVG.		.. 12 MONTH MVG.		
	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	BDI
	1998	DIF	1998	DIF	1998	DIF	1998	DIF	1998	DIF	
MAVERICK SPECIALS	0.14	0.11	0.16	0.15	0.17	0.14	0.14	0.11	0.10	0.08	24
KSF LP	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.00	15
KSF B LP	0.02	0.01	0.02	0.02	0.02	0.02	0.02	0.01	0.01	0.01	22
100 LP	0.02	0.02	0.03	0.03	0.03	0.02	0.02	0.02	0.02	0.01	15
100 B LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15
KSF M B LP	0.01	0.01	0.02	0.01	0.02	0.01	0.01	0.01	0.01	0.01	65
100 M B LP	0.02	0.02	0.02	0.02	0.03	0.02	0.02	0.02	0.01	0.01	51
LT KSF LP	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.00	0.00	15
LT KSF B LP	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	24
LT 100 LP	0.01	0.01	0.02	0.02	0.02	0.02	0.01	0.01	0.01	0.01	16
LT 100 B LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15
LT KSF M B L	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	64
LT 100 M B L	0.01	0.01	0.02	0.02	0.02	0.02	0.01	0.01	0.01	0.01	40
STYLE	0.00	-0.17	0.00	-0.16	0.00	-0.23	0.00	-0.17	0.07	-0.10	86
LT 100 ND LP	0.00	-0.02	0.00	-0.03	0.00	-0.05	0.00	-0.02	0.02	0.01	81
LT 100 B ND LP	0.00	-0.03	0.00	-0.03	0.00	-0.05	0.00	-0.03	0.01	0.00	108
LT 100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT 100	0.00	-0.01	0.00	0.00	0.00	0.00	0.00	-0.01	0.00	-0.02	999
LT 100 B LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT 100 B	0.00	-0.01	0.00	0.00	0.00	0.00	0.00	-0.01	0.00	-0.02	526
SLM LT 100 B LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
SLM LT 100 B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-0.01	999
SLM LT 100 B ND LP	0.00	-0.01	0.00	-0.01	0.00	-0.02	0.00	-0.01	0.01	0.00	58
LT 100 M ND LP	0.00	-0.02	0.00	-0.03	0.00	-0.05	0.00	-0.02	0.02	0.01	85
LT 100 M B ND LP	0.00	-0.03	0.00	-0.03	0.00	-0.05	0.00	-0.03	0.01	0.00	114
LT 100 M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT 100 M	0.00	-0.01	0.00	0.00	0.00	0.00	0.00	-0.01	0.00	-0.02	999
LT 100 M B LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT 100 M B	0.00	-0.01	0.00	0.00	0.00	0.00	0.00	-0.01	0.00	-0.02	526
SLM LT 100 M B LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
SLM LT 100 M B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-0.01	999
SLM LT 100 M B ND LP	0.00	-0.01	0.00	-0.01	0.00	-0.02	0.00	-0.01	0.01	0.00	61
MAX	0.04	0.00	0.03	0.00	0.03	0.00	0.04	0.00	0.04	0.00	134
120	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	0.03	0.00	146
120 M	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	108
SATIN	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	102
100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	109
100 M	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	93
TRIUMPH	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	214
KSF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	213
100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
KSF M	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	219
100 M	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999

BRAND SHARE ANALYSIS - RANKED ON 12 MONTH SHARE
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	YEAR TO DATE JUNE 1998	SHARE DIF	CURRENT MO. JUNE 1998	SHARE DIF	3 MONTH MVG. JUNE 1998	SHARE DIF	6 MONTH MVG. JUNE 1998	SHARE DIF	12 MONTH MVG. JUNE 1998	SHARE DIF	BDI
HARLEY DAVIDSON	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
KSF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
KSF B LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT KSF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
TOTAL LIGGETT	1.04	-0.03	0.98	-0.51	1.03	-0.01	1.04	-0.03	1.05	-0.18	81
TOT LIG PVTBL	0.22	0.01	0.16	-0.13	0.19	-0.04	0.22	0.01	0.21	-0.02	31
KS NF	0.02	0.00	0.01	-0.01	0.02	0.00	0.02	0.00	0.02	0.00	42
FF KSF	0.03	0.00	0.02	-0.02	0.02	-0.01	0.03	0.00	0.03	0.00	51
FF KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
FF 100	0.04	0.00	0.03	-0.02	0.04	-0.01	0.04	0.00	0.04	0.00	33
FF 100 B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
FF KSF M	0.01	0.00	0.00	-0.01	0.01	0.00	0.01	0.00	0.01	0.00	58
FF 100 M	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	51
LT KSF	0.02	0.00	0.01	-0.01	0.01	0.00	0.02	0.00	0.02	0.00	36
LT KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
LT 100	0.03	0.00	0.02	-0.02	0.03	0.00	0.03	0.00	0.03	0.00	27
LT KSF M	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	32
LT 100 M	0.03	0.00	0.02	-0.02	0.02	-0.01	0.03	0.00	0.03	0.00	28
ULT KSF	0.01	0.00	0.00	0.00	0.01	0.00	0.01	0.00	0.01	0.00	51
ULT 100	0.03	0.00	0.02	-0.01	0.02	0.00	0.03	0.00	0.03	0.00	22
PYRAMID	0.20	-0.01	0.16	-0.10	0.22	0.07	0.20	-0.01	0.19	-0.08	144
KS NF LP	0.03	0.00	0.03	-0.01	0.03	0.01	0.03	0.00	0.03	-0.01	157
KSF LP	0.02	0.00	0.01	-0.02	0.02	0.00	0.02	0.00	0.01	-0.01	162
100 LP	0.03	0.00	0.03	-0.03	0.03	0.01	0.03	0.00	0.03	-0.01	152
KSF M LP	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	233
100 M LP	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	190
LT KSF LP	0.02	0.00	0.02	-0.01	0.02	0.01	0.02	0.00	0.02	-0.01	146
LT 100 LP	0.03	0.00	0.02	-0.02	0.04	0.01	0.03	0.00	0.03	-0.01	129
LT 100 M LP	0.02	0.00	0.02	-0.01	0.02	0.01	0.02	0.00	0.02	-0.01	135
ULT 100 LP	0.03	0.00	0.03	-0.01	0.04	0.02	0.03	0.00	0.03	-0.01	127
EVE	0.17	0.01	0.19	-0.03	0.17	0.00	0.17	0.01	0.17	-0.02	99
LT 120 B	0.08	0.01	0.10	0.00	0.08	0.01	0.08	0.01	0.08	-0.01	110
SLM LT 100 B (2)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT 120 M B	0.04	0.00	0.04	-0.01	0.04	0.00	0.04	0.00	0.04	-0.01	103
SLM LT 100 M B (2)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
ULT 120 B	0.03	0.00	0.04	-0.01	0.03	0.00	0.03	0.00	0.03	0.00	87
SLM ULT 100 B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
ULT 120 M B	0.02	0.00	0.02	-0.01	0.02	0.00	0.02	0.00	0.02	0.00	78
SLM ULT 100 M B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999

BRAND SHARE ANALYSIS - RANKED ON 12 MONTH SHARE
SHARE AND CHANGE VERSUS YEAR AGO - JUNE, 1998
BROWN & WILLIAMSON - EXCLUDING DIVESTED BRANDS
NORTHEAST AREA

	YEAR TO DATE		CURRENT MO.		3 MONTH MVG.		6 MONTH MVG.		12 MONTH MVG.		
	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	BDI
	1998	DIF	1998	DIF	1998	DIF	1998	DIF	1998	DIF	
LARK	0.15	0.01	0.16	-0.01	0.15	0.02	0.15	0.01	0.15	-0.01	242
KSF (C)	0.07	0.01	0.08	-0.01	0.07	0.00	0.07	0.01	0.07	0.00	409
KSF B (C)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
100 (C)	0.03	0.00	0.04	0.00	0.04	0.00	0.03	0.00	0.03	0.00	390
LT KSF (2)	0.02	0.00	0.02	0.00	0.02	0.01	0.02	0.00	0.02	0.00	114
LT KSF B (C)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT 100 (2)	0.02	0.00	0.02	0.00	0.02	0.01	0.02	0.00	0.02	0.00	121
L&M	0.13	0.00	0.15	-0.03	0.14	0.00	0.13	0.00	0.13	-0.02	171
KSF	0.10	0.00	0.12	-0.03	0.11	0.00	0.10	0.00	0.10	-0.02	170
KSF 6 PK	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	526
KSF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	378
100	0.02	0.00	0.03	0.00	0.02	0.00	0.02	0.00	0.02	0.00	162
FLVR LT 100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	79
CHESTERFIELD	0.10	0.00	0.12	-0.03	0.11	0.00	0.10	0.00	0.11	-0.02	209
70 NF	0.02	0.00	0.03	-0.01	0.02	0.00	0.02	0.00	0.02	0.00	313
KS NF	0.08	0.00	0.10	-0.02	0.09	0.00	0.08	0.00	0.09	-0.02	192
FLT KSF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT 100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
FLT LT KSF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
FLT LT 100	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
QUALITY	0.07	-0.05	0.03	-0.17	0.05	-0.07	0.07	-0.05	0.10	-0.02	342
KS NF LP	0.00	0.00	0.00	-0.02	0.00	0.00	0.00	0.00	0.00	0.00	312
KSF LP	0.01	0.00	0.00	-0.01	0.00	0.00	0.01	0.00	0.01	0.00	310
KSF B LP	0.00	0.00	0.00	-0.01	0.00	0.00	0.00	0.00	0.00	0.00	396
100 LP	0.01	-0.01	0.00	-0.02	0.01	-0.01	0.01	-0.01	0.02	0.00	358
KSF M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
100 M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
LT KSF LP	0.01	-0.01	0.00	-0.02	0.00	-0.01	0.01	-0.01	0.01	0.00	372
LT 100 LP	0.01	-0.01	0.01	-0.04	0.01	-0.02	0.01	-0.01	0.02	0.00	363
LT KSF M LP	0.00	0.00	0.00	-0.01	0.00	0.00	0.00	0.00	0.01	0.00	335
LT 100 M LP	0.01	-0.01	0.01	-0.02	0.01	-0.01	0.01	-0.01	0.02	0.00	322
ULT KSF LP	0.00	0.00	0.00	-0.01	0.00	0.00	0.00	0.00	0.00	0.00	310
ULT 100 LP	0.01	-0.01	0.01	-0.01	0.01	-0.01	0.01	-0.01	0.02	0.00	333

BRAND SHARE ANALYSIS - RANKED ON 12 MONTH SHARE
 SHARE AND CHANGE VERSUS YEAR AGO - JUNE, 1998
 BROWN & WILLIAMSON - EXCLUDING DIVESTED BRANDS
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	YEAR TO DATE JUNE 1998	SHARE DIF	CURRENT MO. JUNE 1998	SHARE DIF	3 MONTH MVG. JUNE 1998	SHARE DIF	6 MONTH MVG. JUNE 1998	SHARE DIF	12 MONTH MVG. JUNE 1998	SHARE DIF	BDI
FEDERATED	0.00	0.00	0.00	-0.01	0.00	0.00	0.00	0.00	0.00	0.00	72
KS NF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	90
KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	75
100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	60
KSF M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	292
100 M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
LT KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	91
LT 100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	77
LT KSF M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	79
LT 100 M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98
ULT KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	29
ULT 100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9
OTHER LIGGETT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7
CLASS A	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
KS NF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
KSF M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
LT KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
LT 100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
LT KSF M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
LT 100 M LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
ULT KSF LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
ULT 100 LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
TOTAL ALL OTHER MFGRS	1.24	-0.16	1.32	-0.11	1.28	-0.08	1.24	-0.16	1.25	0.15	123
ALL OTHER	1.24	-0.16	1.32	-0.11	1.28	-0.08	1.24	-0.16	1.25	0.15	123
.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	999
70 NF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	71
70 NF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5
KS NF LP	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	124
KS NF	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	80
KS NF B	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	91
KSF CK LP	0.09	-0.01	0.10	0.00	0.10	0.00	0.09	-0.01	0.09	0.01	121
KSF CK	0.04	0.01	0.03	0.01	0.04	0.01	0.04	0.01	0.04	0.01	121
KSF WT LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	30
KSF WT	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	184
KSF B CK LP	0.04	-0.01	0.06	0.00	0.05	0.00	0.04	-0.01	0.04	0.00	209
KSF B CK	0.02	-0.04	0.01	-0.05	0.02	-0.05	0.02	-0.04	0.03	-0.03	149
KSF B WT LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	68
KSF B WT	0.02	-0.01	0.03	0.00	0.02	-0.01	0.02	-0.01	0.02	-0.01	125
100 CK LP	0.19	-0.02	0.20	0.00	0.20	0.00	0.19	-0.02	0.18	0.04	120
100 CK	0.02	0.00	0.00	-0.02	0.01	-0.01	0.02	0.00	0.03	0.00	137
100 WT LP	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.00	0.00	27
100 WT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	41
100 B CK LP	0.02	0.00	0.02	0.00	0.02	0.00	0.02	0.00	0.02	0.00	96

BRAND SHARE ANALYSIS - RANKED ON 12 MONTH SHARE
SHARE AND CHANGE VERSUS YEAR AGO - JUNE, 1998
BROWN & WILLIAMSON - EXCLUDING DIVESTED BRANDS
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	YEAR TO DATE	CURRENT MO.	3 MONTH MVG.	6 MONTH MVG.	12 MONTH MVG.	
	JUNE SHARE	JUNE SHARE	JUNE SHARE	JUNE SHARE	JUNE SHARE	BDI
	1998	1998	1998	1998	1998	
	DIF	DIF	DIF	DIF	DIF	
100 B CK	0.00	0.00	0.00	0.00	0.00	119
100 B WT LP	0.01	0.00	0.01	-0.01	0.01	239
100 B WT	0.01	-0.01	0.03	0.01	0.02	151
94 B WT	0.00	0.00	0.00	0.00	0.00	504
KSF M CK LP	0.01	0.00	0.01	0.00	0.01	106
KSF M CK	0.00	0.00	0.00	0.00	0.00	136
KSF M WT LP	0.00	0.00	0.00	0.00	0.00	75
KSF M WT	0.00	0.00	0.00	0.00	0.00	502
KSF M B CK LP	0.01	0.00	0.02	0.01	0.01	272
KSF M B CK	0.01	0.00	0.00	-0.01	0.01	217
KSF M B WT LP	0.00	0.00	0.00	0.00	0.00	244
KSF M B WT	0.00	0.00	0.00	0.00	0.00	127
100 M CK LP	0.03	0.01	0.05	0.02	0.03	134
100 M CK	0.02	0.00	0.00	-0.02	0.02	211
100 M WT LP	0.01	0.00	0.01	0.01	0.01	68
100 M B CK LP	0.02	0.00	0.02	0.00	0.02	236
100 M B WT LP	0.00	0.00	0.00	0.00	0.00	97
100 M B WT	0.00	-0.01	0.00	0.00	0.00	315
94 M B WT	0.00	0.00	0.00	0.00	0.00	523
LT KSF CK LP	0.02	0.01	0.02	0.01	0.02	91
LT KSF CK	0.04	0.01	0.04	0.01	0.04	157
LT KSF WT LP	0.05	-0.02	0.05	-0.02	0.05	123
LT KSF WT	0.00	0.00	0.00	0.00	0.00	131
LT KSF B CK LP	0.00	0.00	0.01	0.01	0.00	139
LT KSF B CK	0.01	0.00	0.00	-0.01	0.01	129
LT KSF B WT LP	0.03	-0.01	0.03	-0.01	0.03	326
LT KSF B WT	0.01	0.00	0.02	0.01	0.01	125
LT 100 CK LP	0.03	0.01	0.04	0.02	0.03	70
LT 100 CK	0.01	0.00	0.00	-0.01	0.01	105
LT 100 WT LP	0.14	-0.04	0.14	-0.03	0.14	124
LT 100 WT	0.00	0.00	0.00	0.00	0.00	72
LT 100 B CK LP	0.01	0.00	0.01	0.00	0.01	74
LT 100 B CK	0.00	0.00	0.01	0.01	0.00	230
LT 100 B WT LP	0.00	0.00	0.00	0.00	0.00	333
LT 100 B WT	0.00	0.00	0.00	0.00	0.00	195
LT 120 B WT	0.00	0.00	0.00	0.00	0.00	75
SLM LT 100 B WT LP	0.00	0.00	0.00	0.00	0.00	74
LT KSF M CK LP	0.00	0.00	0.00	0.00	0.00	308
LT KSF M CK	0.00	0.00	0.00	0.00	0.00	5
LT KSF M WT LP	0.03	-0.01	0.03	-0.01	0.03	159
LT KSF M WT	0.00	0.00	0.00	0.00	0.00	88
LT KSF M B CK	0.00	0.00	0.00	0.00	0.00	125
LT KSF M B WT	0.00	0.00	0.00	0.00	0.00	140
LT 100 M CK LP	0.01	0.01	0.01	0.01	0.01	230
LT 100 M CK	0.00	0.00	0.00	0.00	0.00	95
LT 100 M WT LP	0.09	-0.02	0.10	-0.02	0.09	113
LT 100 M WT	0.00	0.00	0.00	0.00	0.00	24
LT 100 M B WT LP	0.00	0.00	0.00	0.00	0.00	102
LT 100 M B WT	0.00	0.00	0.00	0.00	0.00	100

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	YEAR TO DATE		CURRENT MO.		3 MONTH MVG.		6 MONTH MVG.		12 MONTH MVG.		
	JUNE	DATE	JUNE	MO.	JUNE	SHARE	JUNE	SHARE	JUNE	SHARE	BDI
	1998	DIF	1998	DIF	1998	DIF	1998	DIF	1998	DIF	
SLM LT 100 M B WT LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	62
ULT KSF WT LP	0.02	-0.01	0.02	-0.01	0.02	-0.01	0.02	-0.01	0.02	0.00	140
ULT KSF WT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	60
ULT KSF B CK	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	522
ULT KSF B WT	0.00	-0.01	0.00	-0.01	0.00	-0.01	0.00	-0.01	0.00	-0.01	112
ULT 100 CK LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	32
ULT 100 CK	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	66
ULT 100 WT LP	0.12	-0.03	0.12	-0.03	0.12	-0.02	0.12	-0.03	0.12	0.02	107
ULT 100 WT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	18
ULT 100 B CK ELP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	96
ULT 100 B WT LP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	71
ULT 100 B WT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4
SLM ULT 100 M B CK L	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	34
SLM ULT 100 M B WT L	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5
SLM ULT 100 M B WT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	110