

TRENDS IN ACCOUNTS HANDLING TO-DATE IN KEY INDIVIDUAL TEST MARKETS

PAGE 1 OF 2

| | MAR 91 | APR 91 | MAY 91 | JUN 91 | JUL 91 | AUG 91 | SEP 91 | OCT 91 | NOV 91 | DEC 91 | JAN 92 | FEB 92 | MAR 92 | 3-MO AVG |
|-------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------------|
| TOTAL MARLBORO ULTRAS | | | | | | | | | | | | | | |
| ACCTS. HANDLING % OF U.S. | 19.5 | 20.8 | 21.0 | 21.2 | 18.8 | 19.1 | 20.5 | 21.0 | 22.1 | 20.9 | 17.7 | 18.0 | 21.8 | |
| SHARE - PORTLAND/EUGENE, ORE. | 0.59 | 0.58 | 0.64 | 0.56 | 0.48 | 0.43 | 0.47 | 0.58 | 0.62 | 0.46 | 0.37 | 0.42 | 0.45 | 0.42 |
| INDIANAPOLIS, IND. | 1.05 | 1.61 | 1.28 | 1.27 | 1.01 | 1.07 | 0.85 | 1.15 | 0.99 | 0.97 | 0.42 | 0.51 | 0.67 | 0.54 |
| NASHVILLE, TENN. | 0.82 | 1.84 | 1.10 | 1.21 | 0.82 | 0.82 | 82 | 1.01 | 1.35 | 1.12 | 0.89 | 0.44 | 0.58 | 0.64 |
| TOTAL KOOL DELUXE | | | | | | | | | | | | | | |
| ACCTS. HANDLING % OF U.S. | 4.2 | 5.4 | 4.3 | 5.2 | 3.3 | 3.8 | 4.4 | 4.7 | 4.8 | 3.8 | 2.9 | 3.8 | 4.2 | |
| SHARE - HONOLULU | 0.48 | 0.86 | 0.42 | 0.59 | 0.51 | 0.58 | 0.61 | 1.67 | 0.99 | 1.00 | 0.28 | 0.36 | 0.31 | 0.32 |
| GALVESTON/HOUSTON | 0.35 | 0.35 | 0.36 | 0.26 | 0.46 | 0.41 | 0.26 | 0.34 | 0.34 | 0.48 | 0.11 | 0.14 | 0.17 | 0.14 |
| TOTAL DAKOTA SLIDE BOX | | | | | | | | | | | | | | |
| ACCTS. HANDLING % OF U.S. | 2.8 | 2.4 | 2.9 | 2.6 | 2.6 | 2.6 | 3.0 | 2.8 | 2.7 | 2.5 | 2.6 | 2.7 | 2.4 | |
| SHARE - PHOENIX | 0.75 | 0.76 | 0.62 | 0.25 | 0.65 | 0.21 | 0.12 | 0.34 | 0.07 | 0.07 | 0.10 | 0.05 | 0.01 | 0.06 |
| TOTAL NEWPORT 10s | | | | | | | | | | | | | | |
| ACCTS. HANDLING % OF U.S. | 0.2 | 3.1 | 2.9 | 3.3 | 2.9 | 3.2 | 3.2 | 3.5 | 3.5 | 3.7 | 3.5 | 3.6 | 3.6 | |
| SHARE - TUPELO, MISS. | 0.57 | 0.55 | 0.24 | 0.23 | 0.38 | 0.39 | 0.32 | 0.52 | 0.38 | 0.46 | 0.68 | 0.63 | 0.50 | 0.60 |
| LOUISIANA * | - | 0.59 | 0.31 | 0.13 | 0.12 | 0.15 | 0.14 | 0.23 | 0.16 | 0.16 | 0.33 | 0.24 | 0.16 | 0.25 |
| TOTAL HORIZON | | | | | | | | | | | | | | |
| ACCTS. HANDLING % OF U.S. | 10.1 | 11.5 | 12.0 | 13.1 | 9.4 | 11.4 | 12.9 | 12.9 | 15.0 | 11.7 | 10.8 | 10.8 | 13.0 | |
| SHARE - ATLANTA | 0.23 | 0.61 | 0.28 | 0.10 | 0.07 | 0.09 | 0.07 | 0.09 | 0.06 | 0.08 | 0.13 | 0.17 | 0.06 | 0.12 |
| ST. LOUIS | 1.08 | 1.41 | 0.31 | 0.44 | 0.43 | 0.21 | 0.18 | 0.13 | 0.06 | 0.11 | 0.18 | 0.13 | 0.08 | 0.13 |
| DALLAS/FT. WORTH | 1.23 | 0.63 | 0.24 | 0.54 | 0.28 | 0.18 | 0.10 | 0.10 | 0.06 | 0.08 | 0.08 | 0.07 | 0.05 | 0.07 |
| TOTAL B&H DE-NIC | | | | | | | | | | | | | | |
| ACCTS. HANDLING % OF U.S. | 2.8 | 2.3 | 2.9 | 2.6 | 2.4 | 2.6 | 3.1 | 2.6 | 2.8 | 2.5 | 2.7 | 2.7 | 3.2 | |
| SHARE - PHOENIX, AZ. | 0.28 | 0.16 | 0.12 | 0.20 | 0.09 | 0.10 | 0.09 | 0.09 | 0.09 | 0.08 | 0.10 | 0.00 | 0.00 | 0.03 |

* LOUISIANA = SHREVEPORT, NEW ORLEANS, BATON ROUGE

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PAGE 2 OF 2

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|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------------|
| TOTAL OLD GOLD PV | | | | | | | | | | | | | | |
| ACCTS. HANDLING % OF U.S. | 5.7 | 5.2 | 5.2 | 6.1 | 5.4 | 5.5 | 5.4 | 5.6 | 6.2 | 5.0 | 5.4 | 5.3 | 5.8 | |
| SHARE - LOUISVILLE/LEXINGTON BILLINGS, MT | 0.12 | 0.21 | 0.14 | 0.17 | 0.24 | 0.18 | 0.12 | 0.20 | 0.07 | 0.07 | 0.12 | 0.03 | 0.02 | 0.06 |
| | - | - | - | 1.33 | 1.07 | 1.02 | 0.63 | 1.08 | 0.62 | 0.86 | 1.02 | 0.84 | 0.93 | 0.93 |
| MARLBORO FF KSF MEN BOX | | | | | | | | | | | | | | |
| ACCTS. HANDLING % OF U.S. | 17.3 | 17.5 | 16.9 | 17.6 | 20.2 | 18.6 | 17.0 | 17.2 | 17.1 | 16.4 | 16.2 | 16.3 | 17.7 | |
| SHARE - TOTAL ACCTS. HANDLING | 0.13 | 0.17 | 0.13 | 0.13 | 0.12 | 0.13 | 0.13 | 0.12 | 0.14 | 0.11 | 0.13 | 0.13 | 0.12 | 0.13 |
| TOTAL TRUE BOX | | | | | | | | | | | | | | |
| ACCTS. HANDLING % OF U.S. | - | - | 15.0 | 18.1 | 19.7 | 19.1 | 17.9 | 17.6 | 17.9 | 18.8 | 17.5 | 18.8 | 17.7 | |
| SHARE - TOTAL ACCTS. HANDLING | - | - | 0.33 | 0.27 | 0.15 | 0.13 | 0.13 | 0.18 | 0.12 | 0.14 | 0.19 | 0.15 | 0.11 | 0.15 |
| TOTAL CAMEL 99 BOX | | | | | | | | | | | | | | |
| ACCTS. HANDLING % OF U.S. | - | - | - | 14.2 | 18.7 | 19.4 | 17.0 | 18.8 | 18.6 | 18.8 | 18.9 | 18.0 | 18.9 | |
| SHARE - TOTAL ACCTS. HANDLING | - | - | - | 1.22 | 0.92 | 0.28 | 0.26 | 0.29 | 0.20 | 0.28 | 0.36 | 0.36 | 0.23 | 0.32 |
| TOTAL NEWPORT LTS - WHITE TIP * | | | | | | | | | | | | | | |
| ACCTS. HANDLING % OF U.S. | 5.88 | 5.84 | 5.87 | 6.54 | 4.1 | 5.3 | 5.9 | 5.6 | 6.8 | 6.1 | 5.8 | 5.4 | 6.0 | |
| SHARE - MICHIGAN ** | 1.11 | 0.95 | 1.05 | 0.89 | 1.47 | 1.24 | 1.06 | 2.17 | 0.67 | 1.00 | 0.92 | 1.12 | 0.90 | 0.98 |
| TOTAL RIVIERA | | | | | | | | | | | | | | |
| ACCTS. HANDLING % OF U.S. | - | - | - | - | - | - | - | - | 2.8 | 5.1 | 2.7 | 2.8 | 3.7 | |
| SHARE - DETROIT | - | - | - | - | - | - | - | - | 0.46 | 0.45 | 0.44 | 0.25 | 0.25 | 0.31 |
| TOTAL SPRING LEMON LIGHTS | | | | | | | | | | | | | | |
| ACCTS. HANDLING % OF U.S. | - | - | - | - | - | - | - | - | 8.8 | 8.2 | 7.4 | 7.7 | 8.3 | |
| SHARE - WILMINGTON PITTSBURGH | - | - | - | - | - | - | - | - | 1.13 | 0.00 | 0.00 | 0.04 | 0.00 | 0.01 |
| | - | - | - | - | - | - | - | - | 0.63 | 0.00 | 0.08 | 0.04 | 0.09 | 0.07 |

* SHARES AND ACCTS. HANDLING FROM JAN. TO JUNE ARE FOR NEWPORT LTS CORK TIP
 ** MICHIGAN = DETROIT, FLINT, GRAYLING, GRAND RAPIDS

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