

2000 Retail/Direct Portfolio Composite (Working Plan)						Revised 06/18/2000	
Brand	January (4 wks) 1/2 - 1/30	February (4 wks) 1/31 - 2/27	March (5 wks) 2/28 - 4/2	April (4 wks) 4/3 - 4/30	May (4 wks) 5/1 - 5/28	June (5 wks) 5/29 - 7/2	
Marlboro (National/25 Metro Mkts)	35¢ Off - Pk (RL) (4 weeks)	35¢ Off - Pk (RL) (4 weeks)	45¢ Off - Pk (4 weeks)	83¢2F - Pk (25MM Dis)	45¢ Off - Pk (RL) (4 weeks)	45¢ Off - Pk (RL) (5 weeks)	
	Direct (Year-End) (13.6 MM circ)	81¢1F - Pk (8.0MM Deals)	Direct (Equity) (1.8MM circ)	Direct (Mids) (1.8MM Circ)	Distribution Drive (4 wks) (NRL/Metro)	Mkts National Launch	
		Direct (Equity) (1.8MM circ)		Unlimited Magazine	Direct (Mids) (1.8MM Circ)	Direct (Promotional) (1.8MM Circ)	
		Catalog (6.3MM)			Mkts National Launch	Direct (Mids) (60M Circ)	
					Catalog	Direct (Continuity) (3.9MM Circ)	
						Unlimited Magazine	
Merit	Direct Offensive (272M Circ)	Direct Offensive (272M Circ)	Direct Offensive (292M Circ)	Direct Offensive (292M Circ)	Direct Offensive (292M Circ)	Direct Offensive (292M Circ)	
	Direct Defensive (397M Circ)	Direct Defensive (397M Circ)	Direct Defensive (397M Circ)	Direct Defensive (397M Circ)	Direct Defensive (397M Circ)	Direct Defensive (397M Circ)	
		Comp Trial (126M Circ)	FSI (24MM Circ)	Comp Trial (126M Circ)	FSI (24MM circ)	Refresh (101M Circ)	
						Comp Trial (126M Circ)	
						FSI (12.5MM circ)	
Parliament (Core = RI, 5 Mkts in Fla, Chicago; 6 Metro Mkts) (Expansion = MD, DE, Wash DC, VA, Pittsburgh, IL, WI, MN)	Distribution Drive (Expansion Markets)	50¢ Off - Pk (4wks) (Core Markets)	Direct YAS - Core (145M Circ)	81¢1F - Pk (735M Dis) Core	45¢ Off - Pk (4 weeks) Core	45¢ Off - Pk (5 weeks) Core	
	POS Van Kit	50¢ Off - Pk (4wks) (Expansion Markets)	Direct OWL - Core (221M Circ)	81¢1F - Pk (675 Dis) Expansion	45¢ Off - Pk (4 weeks) Expansion	45¢ Off - Pk (5 weeks) Expansion	
		Launch (Expansion Mkts)	Direct YAS - Exp (136M Circ)		Direct YAS - Core (61M Circ)		
					Direct YAS - Exp (126M Circ)		
Virginia Slims (National)	35¢ Off - Pk (RL) (4 weeks)	Direct Offensive (672M Circ)	45¢ Off - Pk (RL/NRL) (4 weeks)	Direct Offensive (528M Circ)	45¢ Off - Pk (RL) (4 weeks)	45¢ Off - Pk (RL) (5 weeks)	
	Direct Def. (Equity) (403M Circ)	Direct Defensive (403M Circ)	Direct Offensive (94M Circ)	Direct Defensive (803M Circ)	V-Wear Catalog		
				FSI			
Multibrand	Catalog	Catalog	Catalog	Catalog	Catalog	Catalog	
			Direct		Direct		
Basic (National)	35¢ Off - Pk (RL) (4 weeks)	35¢ Off - Pk (RL) (4 weeks)	45¢ Off - Pk (5 wks/4 wks)	45¢ Off - Pk (RL) (4 weeks)	45¢ Off - Pk (4 weeks)	45¢ Off - Pk (RL) (5 weeks)	
	Direct (Year-end) (2.0MM Circ)	Direct w/Coupons (2.0MM Circ)		Direct w/Coupons (0.25MM Circ)	Direct w/Coupons (2.0MM Circ)	Direct w/Coupons (0.309MM Circ)	
	*Tobacco Mktg Comp (NRL)	*Tobacco Mktg Comp (NRL)		*Tobacco Mktg Comp (NRL)		*Tobacco Mktg Comp (NRL)	
Cambridge (29 Core Markets)	New Packaging	Direct Off. Core Mkts (173M Circ)	Direct Def. w/Coupons (280M Circ)	81¢1F - Pk (Box Pkg) (4 weeks)		Direct Off. Core Mkts (173M Circ)	
		Direct Off. Non-Core Mkts (29M Circ)	Direct w/Coupons (150M Circ)(Non-Core)	88¢2F - Pk (Soft Ctn) (4 weeks)		Direct Off. Non-Core Mkts (29M Circ)	
		Direct Off. Donut (322M Circ)	\$10 Ctn Cpn BB (Continuity)	88¢2F - Pk* (4 weeks)		Direct Off. Donut (322M Circ)	
		Direct Def. Core Mkts (155M Circ)		Direct Off/Def w/Ctn Cpn (230M/280M Circ)		Direct Def. Core Mkts (155M Circ)	
		Direct Def. Non-Core Mkts (110M Circ)		Direct w/Coupons (150M Circ)(Non-Core)		Direct Def. Non-Core Mkts (110M Circ)	
				Direct w/Coupons (85M Circ)(Donut Off)			
				\$10 Ctn Cpn BB (Continuity)			
				Launch			
	*Tobacco Mktg Comp \$2.10/Ctn	*Tobacco Mktg Comp \$2.10/Ctn	*Tobacco Mktg Comp \$4.00/Ctn		*Tobacco Mktg Comp \$4.30/Ctn	*Tobacco Mktg Comp \$4.50/Ctn	

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