

Interoffice

MEMORANDUM

LORILLARD TOBACCO COMPANY

Market Planning and Information Dept. (MPID)

October 29, 1999

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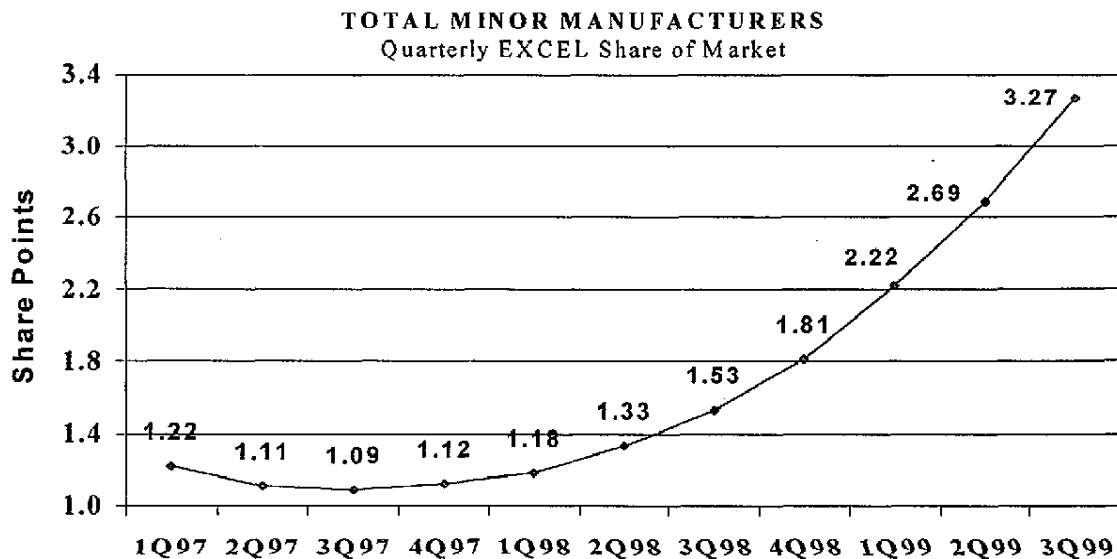
From: D. Todd

Re: Minor Manufacturers and Brands – 3Q99 Update

The following report describes and analyzes minor tobacco manufacturers in terms of their recent trends and product offerings. Included in the report are the top ten minor companies, comprising 96% of the minor manufacturer's segment for 3Q99.

Background

Minor manufacturers comprise a small, but growing, segment of the U.S. tobacco industry. All minor manufacturers combined had a market share of 3.27 for 3Q99, representing an increase of 1.74 points or 114% from 3Q98. After remaining relatively stable throughout 1997, the importance of minor manufacturers began rising in 2Q98. The chart below depicts this steady climb in share for the minor manufacturers during 1998 and through 3Q99.



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94% of minor manufacturer volume comes from deep-discount priced brands, and therefore, they gain a competitive advantage by selling their products at the lowest retail prices.

An ongoing review of this segment is necessary to analyze SOM and sales volume trends among the leading minor manufacturers and their brands.

Executive Summary

As a group, the minor manufacturers have shown sustained growth since 3Q97, going from 1.09 share to 3.27 share in 3Q99, an increase of +2.18 points or 200%. Quarterly share growth for 3Q99 was also significant, increasing by +0.58 point or 22% from their 2Q99 share of 2.69.

For 3Q99, minor manufacturers as a group had their greatest SOM in the following Divisions: Huntington (13.62 share; +2.77 points versus 2Q99), Fresno (11.19 share; +2.36 points) and Buffalo (10.32 share; +0.94 point).

The Division having the greatest share growth in 3Q99 for the minor manufacturers was Albany NY, going from a 5.41 share in 2Q99 to an 8.67 share in 3Q99. This is an increase of 3.26 points or 60% for the quarter, which can be traced to gains for Commonwealth's USA Gold brand in the Division (+3.17 points).

Alfred Dunhill Ltd. is one of the few minor manufacturers selling full-priced cigarettes. With 3Q99 volume of 39 million units or 1.1% of the minor manufacturers' total, Dunhill fell from the list of top 10 minor companies. For 3Q99, S&M Brands took Dunhill's place as the tenth largest minor manufacturer with quarterly sales of 45 million units.

Minor manufacturers showing the greatest volume growth for 3Q99 as compared to 2Q99 were Star Scientific (+46%) and Commonwealth Tobacco (+30%).

3Q99 sales volume for Commonwealth Tobacco, by far the largest minor manufacturer, increased significantly (+246 million units or +30%) as compared to the previous quarter. 3Q99 volume growth resulted primarily from the company's USA Gold brand.

Minor brands are sold mostly in cigarette outlets. In 3Q99, cigarette stores accounted for approximately 15% of industry sales, but 45% of the minor manufacturers' sales.

Detailed Findings

The overview table on the next page shows specific sales Divisions in which minor manufacturers had their highest share in 3Q99, as well as the sales Divisions where these companies have very little influence. Geographically, market share for the minor manufacturers in each of Lorillard's 165 Divisions varies from 0.12 (Detroit Central) to 13.62 (Huntington). Please reference the attachment at the end of this report for a full ranking of all sales Divisions by 3Q99 total minor manufacturers SOM.

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Division Rank		Total Minor Manufacturers		
		3Q99 EXCEL SOM	Point Diff. Vs. 2Q99	% Diff. Vs. 2Q99
	Total U.S.	3.27	0.58	22
1	18 Huntington	13.62	2.77	26
2	16 Fresno	11.19	2.36	27
3	21 Buffalo	10.32	0.94	10
4	18 Parkersburg WV	9.03	1.66	22
5	14 Boise	8.83	1.64	23
6	21 Albany NY	8.67	3.26	60
7	22 Shreveport	7.79	0.65	9
8	08 Lexington	7.79	1.75	29
9	03 Baltimore	7.72	-0.43	-5
10	08 Nashville	7.65	0.98	15
156	10 Chicago West	0.77	0.06	9
157	20 Camden	0.76	-0.01	-1
158	10 Chicago North	0.67	-0.14	-17
159	06 Detroit North	0.63	0.01	2
160	20 Trenton	0.59	0.02	3
161	19 Denver South	0.56	-0.13	-18
162	06 Detroit East	0.50	0.12	32
163	06 Detroit South	0.31	-0.07	-19
164	10 Chicago East	0.24	-0.02	-6
165	06 Detroit Central	0.12	-0.01	-5

The top ten minor manufacturers are listed in the table below in order of their 3Q99 sales volume. These 10 minor manufacturers account for 96% of the total minor companies' 3Q99 volume. All minor manufacturers listed below achieved significant volume growth for the quarter compared to the same period a year ago. Santa Fe Tobacco is the only company listed selling full-priced brands.

	% Minor Cos.	EXCEL Volume (millions)					3Q99 % Vs.	
		3Q98	4Q98	1Q99	2Q99	3Q99	YAG	2Q99
Total Industry		113,105	107,173	99,145	104,118	104,593	-8	0
Minor Manufacturers	100.0	1,728	1,941	2,200	2,796	3,417	98	22
Commonwealth Tobacco	31.2	619	531	558	821	1,067	72	30
Star Scientific	17.5	141	191	246	409	599	326	46
Medallion Tobacco	11.7	255	295	314	370	401	57	8
Premier Marketing	10.1	226	271	281	330	344	52	4
Japan Tobacco	9.3	182	241	248	276	316	74	15
King Maker Marketers	8.0	66	120	243	224	273	314	22
Santa Fe Tobacco	3.0	68	82	61	85	103	51	21
Dosal Tobacco	1.9	28	43	67	66	66	133	0
Smokin Joe's Indian Trade	1.8	27	39	52	59	63	131	7
S & M Brands	1.3	9	12	20	37	45	394	24
All Remaining	4.2	107	117	110	119	140	31	18

The table below depicts percent of 3Q99 sales volume by class of trade for the total industry, total minor manufacturers, and each of the top 10 minor manufacturers.

The sales importance of cigarette outlets is much greater for minor manufacturers (45%) than the industry overall (15%). Obviously due to a limited amount of space for tobacco products, minor cigarette brands are less likely to be sold in retail outlets other than cigarette stores.

Dosal Tobacco (82% of their 3Q99 sales) and Smokin' Joe's Indian Trade (92%) relied almost exclusively on cigarette stores for their sales in 3Q99.

The second most important class of trade for the minor manufacturers is convenience stores, accounting for 32% of 3Q99 sales, as opposed to the industry total of 48%. Medallion Tobacco, King Maker Marketing and Santa Fe Tobacco all had over 40% of their 3Q99 sales in convenience stores.

3Q99 % EXCEL Retail Sales Volume												
CLASSES OF TRADE	Total Industry	Total Minor Cos.	Common- wealth	Star Scientific	Medallion Tobacco	Premier Mktng.	Japan Tob.	King Maker	Santa Fe Tobacco	Dosal Tobacco	Smokin Joe's	S & M Brands
Convenience Stores	48	32	27	32	46	34	22	43	41	8	3	58
Cigarette Outlets	15	45	48	47	39	45	41	31	27	82	92	28
Supermarkets	13	6	7	4	9	5	5	5	3	2	1	5
Grocery	4	6	6	6	2	5	10	11	8	7	3	6
Liquor Stores	3	4	3	4	1	3	12	4	7	0	0	0
Remaining COT	17	7	9	7	3	8	10	6	14	1	1	3
Total	100	100	100	100	100	100	100	100	100	100	100	100

The following pages profile the top ten minor manufacturers for 3Q99. For each company and their most important brands, information is provided that describes recent sales volume, share of market, geographical strengths and packings.

COMMONWEALTH TOBACCO

Commonwealth Tobacco is the largest minor manufacturer. The company had significant volume growth (+72%) for 3Q99 when compared to YAG. For the current quarter, USA Gold has surpassed Montclair as the company's highest volume brand. Commonwealth added this brand to its 1999 Distributor Rebate Program, and this may have helped USA Gold's volume growth. The company introduced 2 new packings in 3Q99: Malibu Lights 120 (menthol & non-menthol).

	# of Pkgs.	EXCEL Sales (millions)					3Q99 % Vs.	
		3Q98	4Q98	1Q99	2Q99	3Q99	YAG	2Q99
Commonwealth Tob.		619	531	558	821	1067	72	30
USA Gold	11	20	20	100	308	568	2801	84
Montclair	12	462	407	371	402	370	-20	-8
Malibu	12	86	59	43	44	58	-33	32
Sonoma	12	14	13	21	37	45	226	24
Natural Blend	6	18	17	14	17	20	14	20
Riviera	11	7	5	5	5	5	-26	-2
Commonwealth	6	9	9	3	0	0	-100	-72

Commonwealth Tobacco has a 3Q99 share of 0.50 or more in 103 of Lorillard's 165 Divisions, and it is the leading minor manufacturer in 65 of them. Current shares are highest for the total company and USA Gold in Albany NY (5.82 and 4.92 respectively) and Bismarck (5.45 and 4.90). Montclair is strongest in Wilkes-Barre (2.11), Providence (1.71) and Nashville (1.69).

	Total Minor Cos.		Total Commonwealth			USA Gold			Montclair		
	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99
Tot United States	3.27	0.58	31	1.02	0.23	17	0.54	0.25	11	0.35	-0.03
21 Albany NY	8.67	3.26	67	5.82	3.09	57	4.92	3.17	10	0.86	-0.08
19 Bismarck	6.43	1.99	85	5.45	1.86	76	4.90	1.90	8	0.49	-0.05
18 Parkersburg WV	9.03	1.66	49	4.41	0.94	34	3.08	1.09	13	1.20	-0.16
18 Huntington	13.62	2.77	31	4.27	1.31	27	3.63	1.50	4	0.56	-0.14
16 Honolulu	3.95	0.48	92	3.65	0.36	60	2.37	0.47	24	0.97	-0.31
21 Wilkes-Barre	7.31	1.44	49	3.54	0.86	17	1.27	0.81	29	2.11	0.08
21 Syracuse	4.58	1.32	67	3.05	1.23	51	2.34	1.39	15	0.67	-0.16
08 Nashville	7.65	0.98	38	2.90	0.24	11	0.86	0.20	22	1.69	-0.02
14 Boise	8.83	1.64	32	2.80	0.64	24	2.11	0.71	6	0.54	-0.12
04 Roanoke	5.24	1.18	45	2.38	0.57	34	1.79	0.64	10	0.51	-0.05
04 Knoxville	6.71	1.92	34	2.29	0.60	24	1.59	0.54	4	0.28	-0.07
25 Greenville	3.39	1.65	64	2.16	0.64	41	1.39	0.68	21	0.72	-0.04
19 Phoenix South	3.23	0.74	62	2.01	0.73	45	1.46	0.77	12	0.40	-0.07
04 Greensboro	3.25	0.70	59	1.93	0.40	21	0.67	0.36	30	0.98	-0.03
01 Providence	3.20	0.53	60	1.92	0.11	4	0.14	0.14	54	1.71	-0.03
12 St Louis South	3.07	1.23	63	1.92	1.06	49	1.51	1.08	8	0.25	-0.05
21 Buffalo	10.32	0.94	18	1.84	0.17	8	0.78	0.29	8	0.79	-0.07
19 Phoenix North	2.68	0.40	66	1.78	0.27	45	1.21	0.29	15	0.40	-0.06
04 Raleigh South	4.76	0.03	37	1.77	0.03	5	0.26	0.10	27	1.29	-0.16
12 Omaha	2.92	0.64	60	1.76	0.57	46	1.34	0.49	9	0.26	0.02
14 Helena	5.06	1.28	34	1.74	0.80	31	1.57	0.83	3	0.13	-0.02
04 Asheville	4.32	2.03	40	1.73	0.72	23	0.98	0.60	15	0.66	0.11
08 Chattanooga	7.03	1.05	23	1.60	0.17	11	0.81	0.24	8	0.58	-0.11
02 Long Island	3.34	1.14	47	1.59	0.44	27	0.90	0.43	19	0.63	0.02
18 Harrisburg	3.02	1.08	52	1.58	0.89	40	1.20	0.90	10	0.31	-0.01
15 Los Angeles South	3.33	1.13	46	1.54	0.45	29	0.98	0.39	13	0.43	0.02

COMMONWEALTH TOBACCO (cont'd)

	Total Minor Cos.		Total Commonwealth			USA Gold			Montclair		
	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99
Tot United States	3.27	0.58	31	1.02	0.23	17	0.54	0.25	11	0.35	-0.03
15 San Bernardino	2.49	0.38	61	1.53	0.42	36	0.89	0.44	22	0.54	-0.03
02 Westchester	2.28	0.87	66	1.51	0.75	55	1.25	0.75	11	0.25	0.00
14 Eugene	2.77	0.94	54	1.50	0.69	31	0.85	0.66	15	0.43	0.01
18 York	2.21	0.58	68	1.49	0.66	54	1.20	0.65	9	0.20	-0.01
19 El Paso	2.68	1.02	55	1.46	0.58	29	0.79	0.47	15	0.41	0.05
03 Charlottesville	3.35	0.63	43	1.43	0.39	21	0.72	0.43	20	0.67	-0.06
12 Springfield MO	4.54	0.98	31	1.41	0.28	12	0.53	0.23	6	0.27	0.00
18 Pittsburgh East	2.86	0.54	49	1.41	0.21	38	1.09	0.22	11	0.31	0.00
07 Peoria	2.27	0.81	61	1.38	0.63	29	0.66	0.47	10	0.22	-0.02
16 Fresno	11.19	2.36	12	1.33	0.46	7	0.78	0.46	4	0.47	-0.01
09 Houston North	3.12	0.95	43	1.33	0.28	31	0.96	0.30	10	0.31	-0.02
01 Concord	4.32	0.35	30	1.29	0.31	8	0.34	0.21	17	0.75	0.04
18 Erie	2.86	0.66	45	1.29	0.43	26	0.74	0.39	16	0.45	0.01
20 Wilmington	2.64	0.17	49	1.29	0.36	28	0.74	0.41	16	0.42	-0.16
04 Raleigh North	2.32	0.13	55	1.28	-0.02	22	0.52	0.12	30	0.70	-0.14
14 Las Vegas	3.03	0.25	40	1.22	0.13	22	0.66	0.19	14	0.43	-0.07
04 Charlotte	2.83	-0.05	43	1.21	0.28	9	0.26	0.21	29	0.82	0.01
08 Louisville	7.41	1.24	16	1.17	0.29	6	0.42	0.24	7	0.55	0.01
15 Glendale	3.74	1.26	31	1.16	0.25	18	0.66	0.18	11	0.43	0.10
22 New Orleans	1.94	-0.04	58	1.13	-0.22	12	0.22	0.06	26	0.50	-0.38
08 Lexington	7.79	1.75	14	1.11	0.33	11	0.87	0.34	2	0.18	0.00
11 Duluth	1.67	0.67	66	1.10	0.40	55	0.92	0.52	10	0.16	-0.10
05 Huntsville	3.47	1.15	31	1.09	0.34	7	0.25	0.12	6	0.21	-0.02
19 Lubbock	5.02	1.45	22	1.09	0.67	18	0.89	0.72	3	0.13	-0.04
05 Montgomery	4.48	0.87	24	1.06	0.19	17	0.75	0.15	5	0.20	0.00
23 Toledo	2.73	0.57	38	1.04	-0.04	4	0.10	0.03	26	0.70	-0.01
17 Sarasota	1.90	0.25	55	1.03	0.18	34	0.65	0.25	16	0.30	-0.05
01 Springfield	2.71	0.42	38	1.02	0.08	2	0.06	0.05	25	0.67	-0.04
01 Boston West	1.54	0.18	66	1.01	0.09	4	0.06	0.05	60	0.92	0.03
25 Columbia	2.00	0.61	50	1.00	0.30	31	0.62	0.30	17	0.34	-0.01
11 Des Moines	3.06	0.42	32	0.98	0.25	18	0.55	0.33	12	0.35	-0.08
08 Memphis	4.00	0.96	24	0.97	0.22	17	0.67	0.27	5	0.19	-0.06
12 Kansas City KS	2.38	0.49	41	0.97	0.16	18	0.44	0.21	11	0.27	-0.06
16 San Francisco	5.53	0.41	17	0.94	-0.01	1	0.04	0.03	10	0.54	-0.05
17 Tampa	4.06	0.40	23	0.92	0.11	7	0.30	0.11	13	0.53	0.01
12 Kansas City MO	3.50	0.47	26	0.92	0.09	14	0.48	0.04	9	0.30	0.00
14 Portland OR	2.39	0.45	38	0.90	0.30	20	0.47	0.31	12	0.29	-0.03
23 Canton	1.89	0.32	45	0.85	0.19	24	0.45	0.22	18	0.34	-0.02
13 Tulsa	7.40	1.11	11	0.85	0.20	3	0.19	0.05	5	0.36	0.03
07 Ft Wayne	4.42	0.34	19	0.84	-0.07	4	0.19	0.01	12	0.54	-0.08
13 Oklahoma City	4.25	0.23	20	0.84	0.01	10	0.41	0.05	6	0.27	-0.01
18 Pittsburgh West	2.66	0.32	31	0.82	0.17	16	0.43	0.21	14	0.36	-0.03
25 Charleston	1.00	0.31	81	0.81	0.27	31	0.31	0.22	38	0.39	0.00
07 Springfield IL	1.38	0.20	58	0.80	0.08	10	0.14	0.04	9	0.13	-0.01
11 Green Bay	1.14	0.37	69	0.78	0.26	5	0.06	0.03	22	0.25	0.03
05 Atlanta West	1.74	0.28	45	0.78	0.07	31	0.54	0.14	10	0.17	-0.09
20 Newark	2.27	0.37	34	0.77	0.13	10	0.22	0.21	20	0.46	-0.06
21 Hartford	1.05	0.19	70	0.74	0.12	11	0.12	0.10	44	0.46	-0.01
07 Evansville	5.59	0.37	13	0.73	0.05	5	0.29	0.08	5	0.29	-0.06
03 Richmond	1.78	0.23	40	0.72	0.05	9	0.16	0.08	29	0.51	-0.03
16 Sacramento	3.55	0.50	20	0.71	0.18	15	0.54	0.16	2	0.09	0.00
25 Albany GA	4.43	1.19	16	0.69	0.09	8	0.35	0.14	6	0.27	-0.07

COMMONWEALTH TOBACCO (cont'd)

	Total Minor Cos.		Total Commonwealth			USA Gold			Montclair		
	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99
Tot United States	3.27	0.58	31	1.02	0.23	17	0.54	0.25	11	0.35	-0.03
08 Little Rock	6.74	1.01	10	0.69	0.07	3	0.23	0.06	3	0.18	-0.04
13 Ft Worth South	2.48	0.48	28	0.69	0.02	15	0.36	0.07	10	0.24	-0.05
20 Philadelphia South	1.56	0.28	43	0.68	0.20	34	0.53	0.20	6	0.10	0.00
22 Jackson	2.55	0.88	26	0.68	0.34	19	0.49	0.36	3	0.08	-0.03
21 Rochester	2.28	0.35	29	0.66	0.23	22	0.51	0.25	6	0.13	-0.03
17 Orlando North	3.39	0.90	19	0.65	0.11	11	0.36	0.16	7	0.24	-0.04
03 Washington DC South	1.23	0.15	51	0.63	0.03	1	0.01	0.00	40	0.49	-0.04
10 Milwaukee North	0.86	0.04	72	0.62	0.04	4	0.04	0.04	58	0.50	0.00
16 Oakland South	4.27	0.47	14	0.61	0.17	8	0.33	0.13	3	0.11	-0.03
20 Philadelphia North	1.32	0.34	45	0.60	0.12	28	0.37	0.15	13	0.18	-0.04
22 Shreveport	7.79	0.65	8	0.59	0.07	2	0.16	0.09	2	0.16	-0.08
23 Cleveland West	1.29	0.18	46	0.59	0.07	7	0.09	0.06	30	0.38	-0.03
04 Fayetteville	1.88	0.11	31	0.59	0.05	4	0.07	0.04	25	0.47	0.00
13 Tyler	4.91	1.05	12	0.58	-0.08	5	0.23	0.02	4	0.20	-0.07
09 Corpus Christi	2.22	0.73	26	0.58	0.06	21	0.48	0.09	5	0.10	-0.03
09 Galveston	1.90	0.84	31	0.58	0.21	17	0.33	0.20	12	0.23	-0.01
12 Wichita	2.71	0.59	21	0.57	0.05	8	0.23	0.05	6	0.17	-0.03
01 Portland ME	4.83	0.34	12	0.56	0.09	7	0.34	0.11	4	0.20	-0.01
23 Cleveland East	0.96	0.12	56	0.54	0.09	24	0.23	0.14	26	0.25	-0.03
25 Savannah	1.75	0.65	30	0.53	0.07	7	0.12	0.10	19	0.33	-0.01
03 Washington DC North	3.08	0.45	17	0.52	0.12	7	0.22	0.14	10	0.30	-0.02
12 St Louis North	1.13	0.26	46	0.52	0.09	2	0.02	0.01	12	0.13	-0.03
23 Columbus Ohio	1.52	0.31	34	0.51	0.07	25	0.39	0.10	6	0.09	-0.03
07 Indianapolis West	3.59	0.63	14	0.50	-0.03	7	0.27	-0.01	6	0.20	-0.01
01 Boston South	1.08	0.14	46	0.50	0.02	5	0.05	0.04	40	0.44	-0.02

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STAR SCIENTIFIC

Star Scientific, the second largest minor manufacturer nationally for 3Q99, has achieved steady quarterly growth since 3Q98. Of this company's 5 discount brands, Sport showed the greatest volume growth for 3Q99 increasing by 83 million units or 105% over the previous quarter.

	# of Pkgs.	EXCEL Sales (millions)					3Q99 % Vs.	
		3Q98	4Q98	1Q99	2Q99	3Q99	YAG	2Q99
Star Scientific		141	191	246	409	599	326	46
Gunsmoke	16	68	85	112	166	210	209	26
Sport	12	18	25	35	79	162	775	105
Mainstreet	12	27	45	62	95	130	382	37
Vegas	16	27	36	37	52	66	142	27
NY NY	9	0	0	1	16	31	*	94

Star Scientific has a 3Q99 share of 0.50 or more in 62 of Lorillard's 165 Divisions, and it is the leading minor manufacturer in 15 of them. Current shares for the total company are highest in Boise (3.11) and Wilkes-Barre (2.97). Highest share for each brand is: Gunsmoke (Tupelo 2.09), Sport (Knoxville 1.97), Mainstreet (Wilkes-Barre 1.93) and Vegas (Albany GA 0.79).

	Total Minor Cos.		Total Star Scientific			Gunsmoke			Sport		
	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99
Tot United States	3.27	0.58	18	0.57	0.18	6	0.20	0.04	5	0.15	0.08
14 Boise	8.83	1.64	35	3.11	0.32	21	1.86	0.17	2	0.15	0.13
21 Wilkes-Barre	7.31	1.44	41	2.97	0.50	5	0.36	0.08	5	0.38	0.18
04 Knoxville	6.71	1.92	43	2.86	1.23	7	0.46	0.05	29	1.97	1.08
22 Tupelo	6.29	0.99	38	2.37	0.74	33	2.09	0.67	0	0.00	0.00
18 Huntington	13.62	2.77	16	2.25	0.56	10	1.35	0.17	0	0.00	0.00
08 Little Rock	6.74	1.01	29	1.92	0.50	13	0.88	0.15	9	0.58	0.23
18 Parkersburg WV	9.03	1.66	21	1.88	0.46	5	0.42	0.16	1	0.05	-0.02
07 Indianapolis West	3.59	0.63	48	1.74	0.62	13	0.47	0.25	12	0.44	0.07
04 Asheville	4.32	2.03	40	1.71	0.97	17	0.74	0.42	21	0.89	0.48
07 Ft Wayne	4.42	0.34	37	1.65	0.24	5	0.23	-0.03	8	0.37	-0.03
04 Raleigh South	4.76	0.03	33	1.55	-0.09	20	0.93	-0.17	11	0.50	0.03
07 Indianapolis East	3.92	0.76	38	1.50	0.70	7	0.26	0.13	13	0.50	0.37
09 Corpus Christi	2.22	0.73	64	1.43	0.57	43	0.96	0.16	21	0.46	0.40
25 Albany GA	4.43	1.19	31	1.37	0.69	3	0.12	0.08	4	0.17	0.12
22 Shreveport	7.79	0.65	17	1.31	0.33	10	0.79	0.26	2	0.12	0.06
19 Lubbock	5.02	1.45	26	1.30	0.13	25	1.26	0.12	0	0.01	0.01
05 Huntsville	3.47	1.15	36	1.27	1.12	0	0.00	0.00	30	1.05	0.97
07 Evansville	5.59	0.37	22	1.25	0.07	11	0.59	0.02	2	0.13	0.07
13 Tyler	4.91	1.05	24	1.19	0.64	11	0.52	0.13	8	0.41	0.37
08 Memphis	4.00	0.96	30	1.19	0.51	12	0.46	0.11	7	0.26	0.26
16 Fresno	11.19	2.36	10	1.17	0.11	5	0.53	0.14	0	0.01	0.00
03 Baltimore	7.72	-0.43	14	1.11	-0.11	8	0.59	-0.12	1	0.07	0.06
25 Greenville	3.39	1.65	32	1.08	0.97	0	0.00	0.00	32	1.08	0.97
08 Chattanooga	7.03	1.05	14	1.00	0.42	0	0.01	-0.08	4	0.30	0.23
12 Springfield MO	4.54	0.98	21	0.96	0.23	13	0.59	0.13	2	0.07	0.05
05 Montgomery	4.48	0.87	21	0.95	0.68	0	0.00	0.00	13	0.60	0.39
02 Queens	2.82	0.25	32	0.89	0.17	0	0.00	0.00	0	0.00	0.00
04 Charlotte	2.83	-0.05	31	0.87	-0.37	21	0.60	-0.08	9	0.25	-0.28
08 Nashville	7.65	0.98	11	0.86	0.45	1	0.07	-0.01	5	0.40	0.39
01 Concord	4.32	0.35	20	0.84	0.11	2	0.07	0.02	9	0.40	0.10
15 Los Angeles South	3.33	1.13	25	0.84	0.44	11	0.36	-0.03	0	0.00	0.00

STAR SCIENTIFIC (cont'd)

	Total Minor Cos.		Total Star Scientific			Gunsmoke			Sport		
	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99
Tot United States	3.27	0.58	18	0.57	0.18	6	0.20	0.04	5	0.15	0.08
22 Jackson	2.55	0.88	32	0.82	0.35	25	0.65	0.27	0	0.00	0.00
23 Cincinnati East	4.76	1.38	17	0.80	0.23	0	0.01	0.00	9	0.41	0.14
17 Orlando North	3.39	0.90	23	0.80	0.32	17	0.57	0.32	6	0.21	-0.01
10 Chicago South	1.24	-0.02	63	0.78	0.04	24	0.29	-0.13	0	0.00	0.00
15 Los Angeles West	1.78	-0.12	43	0.77	-0.32	43	0.77	-0.32	0	0.00	0.00
04 Roanoke	5.24	1.18	15	0.77	0.35	2	0.12	0.07	9	0.48	0.23
02 Bronx	2.37	0.35	32	0.75	0.28	1	0.02	0.01	0	0.00	0.00
12 St Louis South	3.07	1.23	24	0.75	0.17	23	0.72	0.15	1	0.03	0.03
18 Harrisburg	3.02	1.08	25	0.75	0.12	10	0.30	0.07	8	0.24	0.05
02 Manhattan North	3.73	0.52	20	0.73	0.34	0	0.00	0.00	0	0.00	0.00
23 Cincinnati West	2.45	0.47	29	0.72	0.31	0	0.01	0.00	26	0.64	0.28
08 Louisville	7.41	1.24	10	0.71	0.30	2	0.14	0.09	1	0.08	0.04
13 Ft Worth North	2.51	0.44	28	0.70	0.25	14	0.34	0.11	6	0.15	0.11
25 Savannah	1.75	0.65	37	0.64	0.55	1	0.02	0.02	27	0.48	0.46
08 Lexington	7.79	1.75	8	0.64	0.32	4	0.31	0.09	0	0.00	0.00
23 Columbus Ohio	1.52	0.31	42	0.64	0.20	5	0.07	0.01	14	0.21	0.14
25 Columbia	2.00	0.61	32	0.63	0.43	0	0.00	0.00	32	0.63	0.43
19 El Paso	2.68	1.02	23	0.63	0.32	9	0.25	0.04	0	0.00	0.00
03 Charlottesville	3.35	0.63	18	0.60	0.24	7	0.22	0.12	4	0.13	0.02
25 Panama City	2.95	0.33	20	0.59	0.26	10	0.30	0.08	7	0.20	0.10
17 Orlando South	2.73	0.52	22	0.59	0.21	12	0.32	0.15	9	0.23	0.06
09 San Antonio	2.03	0.64	28	0.56	0.30	12	0.24	0.09	9	0.17	0.16
22 New Orleans	1.94	-0.04	29	0.56	0.17	27	0.52	0.18	2	0.03	-0.01
20 Philadelphia North	1.32	0.34	42	0.55	0.21	10	0.14	0.07	24	0.31	0.16
09 Galveston	1.90	0.84	28	0.54	0.35	7	0.13	0.04	8	0.15	0.13
16 Oakland South	4.27	0.47	12	0.52	0.09	3	0.13	0.02	1	0.04	0.01
22 Baton Rouge	2.19	0.23	23	0.50	0.04	16	0.34	0.06	4	0.08	0.03
11 Des Moines	3.06	0.42	16	0.50	0.00	16	0.49	0.01	0	0.00	0.00
13 Tulsa	7.40	1.11	7	0.50	0.22	0	0.01	0.01	4	0.27	0.13
05 Atlanta West	1.74	0.28	29	0.50	0.32	0	0.00	0.00	18	0.31	0.24
02 Forest Hills	2.07	0.03	24	0.50	0.12	0	0.01	0.00	0	0.00	0.00

	Total Minor Cos.		Total Star Scientific			Mainstreet			Vegas		
	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99
Tot United States	3.27	0.58	18	0.57	0.18	4	0.12	0.03	2	0.06	0.01
14 Boise	8.83	1.64	35	3.11	0.32	4	0.35	0.06	2	0.14	0.05
21 Wilkes-Barre	7.31	1.44	41	2.97	0.50	26	1.93	0.25	4	0.29	-0.01
04 Knoxville	6.71	1.92	43	2.86	1.23	6	0.40	0.06	1	0.04	0.04
22 Tupelo	6.29	0.99	38	2.37	0.74	0	0.02	0.01	4	0.25	0.05
18 Huntington	13.62	2.77	16	2.25	0.56	6	0.77	0.30	0	0.00	0.00
08 Little Rock	6.74	1.01	29	1.92	0.50	3	0.17	0.04	4	0.30	0.07
18 Parkersburg WV	9.03	1.66	21	1.88	0.46	12	1.12	0.21	1	0.12	0.01
07 Indianapolis West	3.59	0.63	48	1.74	0.62	6	0.22	-0.01	4	0.13	0.04
04 Asheville	4.32	2.03	40	1.71	0.97	1	0.05	0.04	1	0.02	0.02
07 Ft Wayne	4.42	0.34	37	1.65	0.24	3	0.15	0.04	12	0.53	0.04
04 Raleigh South	4.76	0.03	33	1.55	-0.09	0	0.00	0.00	3	0.12	0.05

STAR SCIENTIFIC (cont'd)

	Total Minor Cos.		Total Star Scientific			Mainstreet			Vegas		
	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99
Tot United States	3.27	0.58	18	0.57	0.18	6	0.20	0.04	5	0.15	0.08
07 Indianapolis East	3.92	0.76	38	1.50	0.70	10	0.39	0.01	0	0.00	0.00
09 Corpus Christi	2.22	0.73	64	1.43	0.57	1	0.01	0.01	0	0.00	0.00
25 Albany GA	4.43	1.19	31	1.37	0.69	6	0.28	0.23	18	0.79	0.27
22 Shreveport	7.79	0.65	17	1.31	0.33	2	0.17	-0.11	3	0.23	0.12
19 Lubbock	5.02	1.45	26	1.30	0.13	1	0.04	0.00	0	0.00	0.00
05 Huntsville	3.47	1.15	36	1.27	1.12	6	0.21	0.14	0	0.01	0.00
07 Evansville	5.59	0.37	22	1.25	0.07	3	0.14	-0.01	7	0.39	-0.01
13 Tyler	4.91	1.05	24	1.19	0.64	5	0.23	0.13	1	0.03	0.01
08 Memphis	4.00	0.96	30	1.19	0.51	0	0.00	0.00	11	0.45	0.14
16 Fresno	11.19	2.36	10	1.17	0.11	5	0.58	-0.01	0	0.04	-0.01
03 Baltimore	7.72	-0.43	14	1.11	-0.11	5	0.37	-0.01	1	0.09	-0.04
25 Greenville	3.39	1.65	32	1.08	0.97	0	0.00	0.00	0	0.00	0.00
08 Chattanooga	7.03	1.05	14	1.00	0.42	10	0.69	0.27	0	0.00	0.00
12 Springfield MO	4.54	0.98	21	0.96	0.23	5	0.24	0.04	1	0.05	0.01
05 Montgomery	4.48	0.87	21	0.95	0.68	0	0.02	0.01	7	0.32	0.28
02 Queens	2.82	0.25	32	0.89	0.17	27	0.76	0.13	1	0.02	-0.01
04 Charlotte	2.83	-0.05	31	0.87	-0.37	0	0.01	0.00	0	0.01	-0.01
08 Nashville	7.65	0.98	11	0.86	0.45	4	0.33	0.05	1	0.05	0.01
01 Concord	4.32	0.35	20	0.84	0.11	4	0.15	-0.08	5	0.22	0.08
15 Los Angeles South	3.33	1.13	25	0.84	0.44	0	0.01	0.00	0	0.00	0.00
22 Jackson	2.55	0.88	32	0.82	0.35	6	0.15	0.05	1	0.02	0.02
23 Cincinnati East	4.76	1.38	17	0.80	0.23	6	0.27	0.07	2	0.10	0.01
17 Orlando North	3.39	0.90	23	0.80	0.32	0	0.01	0.01	0	0.00	0.00
10 Chicago South	1.24	-0.02	63	0.78	0.04	0	0.00	0.00	39	0.48	0.16
15 Los Angeles West	1.78	-0.12	43	0.77	-0.32	0	0.00	0.00	0	0.00	0.00
04 Roanoke	5.24	1.18	15	0.77	0.35	2	0.12	0.02	1	0.05	0.03
02 Bronx	2.37	0.35	32	0.75	0.28	24	0.56	0.17	2	0.04	0.03
12 St Louis South	3.07	1.23	24	0.75	0.17	0	0.00	0.00	0	0.00	0.00
18 Harrisburg	3.02	1.08	25	0.75	0.12	5	0.15	0.01	2	0.05	0.00
02 Manhattan North	3.73	0.52	20	0.73	0.34	18	0.68	0.31	0	0.00	0.00
23 Cincinnati West	2.45	0.47	29	0.72	0.31	1	0.03	0.00	1	0.01	0.00
08 Louisville	7.41	1.24	10	0.71	0.30	3	0.25	-0.03	3	0.19	0.18
13 Ft Worth North	2.51	0.44	28	0.70	0.25	8	0.21	0.03	0	0.00	0.00
25 Savannah	1.75	0.65	37	0.64	0.55	1	0.02	0.01	7	0.13	0.06
08 Lexington	7.79	1.75	8	0.64	0.32	2	0.12	0.02	3	0.21	0.21
23 Columbus Ohio	1.52	0.31	42	0.64	0.20	3	0.05	0.01	19	0.28	0.02
25 Columbia	2.00	0.61	32	0.63	0.43	0	0.00	0.00	0	0.00	0.00
19 El Paso	2.68	1.02	23	0.63	0.32	14	0.38	0.27	0	0.00	0.00
03 Charlottesville	3.35	0.63	18	0.60	0.24	6	0.22	0.08	1	0.04	0.01
25 Panama City	2.95	0.33	20	0.59	0.26	1	0.02	0.01	2	0.07	0.07
17 Orlando South	2.73	0.52	22	0.59	0.21	1	0.03	0.01	0	0.00	0.00
09 San Antonio	2.03	0.64	28	0.56	0.30	7	0.15	0.05	0	0.00	0.00
22 New Orleans	1.94	-0.04	29	0.56	0.17	0	0.01	0.00	0	0.00	0.00
20 Philadelphia North	1.32	0.34	42	0.55	0.21	6	0.07	0.00	2	0.03	-0.01
09 Galveston	1.90	0.84	28	0.54	0.35	10	0.19	0.19	3	0.06	-0.01
16 Oakland South	4.27	0.47	12	0.52	0.09	5	0.22	0.08	3	0.13	-0.01
22 Baton Rouge	2.19	0.23	23	0.50	0.04	2	0.05	-0.05	1	0.03	-0.01
11 Des Moines	3.06	0.42	16	0.50	0.00	0	0.00	0.00	0	0.00	0.00
13 Tulsa	7.40	1.11	7	0.50	0.22	3	0.21	0.07	0	0.00	0.00
05 Atlanta West	1.74	0.28	29	0.50	0.32	6	0.10	0.09	5	0.09	-0.01
02 Forest Hills	2.07	0.03	24	0.50	0.12	18	0.38	0.07	1	0.02	0.00

MEDALLION TOBACCO

Medallion Tobacco, the third largest minor manufacturer nationally for 3Q99, has achieved sustained growth over the past five quarters. This company markets 3 discount-priced products, USA (68% of their 3Q99 sales), Medallion (29%) and Virginian (3%). USA is available in 14 packings, while Medallion has 13 packings and Virginian has 12.

	# of Pkgs.	EXCEL Sales (millions)					3Q99 % Vs.	
		3Q98	4Q98	1Q99	2Q99	3Q99	YAG	2Q99
Medallion Tobacco		255	295	314	370	401	57	8
USA	14	119	149	182	254	274	131	8
Medallion	13	136	146	131	108	116	-15	7
Virginian	12	0	0	0	8	11	*	38

Medallion Tobacco has a 3Q99 share of 0.50 or more in 39 of Lorillard's 165 Divisions, and it is the leading minor manufacturer in 14 of them. Current shares are highest for the total company and USA in Baltimore (5.00 and 4.92 respectively), while Medallion is highest in Tulsa (1.30).

	Total Minor Cos.		Total Medallion			USA			Medallion		
	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99
Tot United States	3.27	0.58	12	0.38	0.03	8	0.26	0.02	3	0.11	0.01
03 Baltimore	7.72	-0.43	65	5.00	-0.47	64	4.92	-0.49	0	0.02	0.00
13 Tulsa	7.40	1.11	53	3.89	0.37	33	2.45	0.37	18	1.30	0.03
12 Kansas City MO	3.50	0.47	65	2.26	0.28	18	0.65	-0.13	21	0.75	-0.14
03 Washington DC North	3.08	0.45	50	1.53	-0.07	50	1.53	-0.07	0	0.00	0.00
11 Des Moines	3.06	0.42	47	1.43	0.15	23	0.71	0.21	23	0.71	-0.06
13 Oklahoma City	4.25	0.23	31	1.33	0.03	19	0.79	0.10	11	0.48	-0.05
07 Evansville	5.59	0.37	22	1.21	0.12	21	1.16	0.11	1	0.05	0.01
13 Tyler	4.91	1.05	24	1.19	0.39	21	1.05	0.41	3	0.14	-0.02
08 Louisville	7.41	1.24	16	1.15	0.01	13	0.96	0.03	2	0.15	-0.02
09 Houston North	3.12	0.95	35	1.10	0.40	29	0.91	0.30	6	0.19	0.10
07 Indianapolis East	3.92	0.76	26	1.02	0.04	24	0.95	0.04	2	0.07	0.00
12 Springfield MO	4.54	0.98	22	1.00	0.35	18	0.80	0.24	2	0.09	0.00
14 Las Vegas	3.03	0.25	32	0.98	0.18	29	0.88	0.21	3	0.10	-0.03
13 Dallas	1.95	0.37	48	0.93	0.19	22	0.44	0.10	25	0.50	0.09
15 Oxnard	2.54	0.69	36	0.91	0.17	36	0.91	0.17	0	0.00	0.00
23 Cincinnati West	2.45	0.47	37	0.90	0.02	34	0.84	0.01	2	0.06	0.02
16 Oakland South	4.27	0.47	21	0.90	0.05	21	0.90	0.05	0	0.00	0.00
20 Wilmington	2.64	0.17	34	0.89	-0.25	34	0.88	-0.24	0	0.00	0.00
16 Oakland North	4.34	0.29	20	0.87	0.02	20	0.87	0.02	0	0.00	0.00
13 Ft Worth South	2.48	0.48	34	0.85	0.19	11	0.27	0.07	24	0.58	0.12
08 Lexington	7.79	1.75	11	0.85	0.06	7	0.57	0.07	3	0.27	0.00
13 Ft Worth North	2.51	0.44	32	0.81	0.17	11	0.28	0.09	21	0.54	0.08
07 Peoria	2.27	0.81	34	0.77	0.12	23	0.51	0.14	11	0.25	-0.02
16 San Jose	3.33	0.08	21	0.71	0.04	21	0.71	0.04	0	0.00	0.00
16 Sacramento	3.55	0.50	20	0.70	0.11	20	0.70	0.11	0	0.00	0.00
18 Pittsburgh West	2.66	0.32	26	0.70	0.10	26	0.70	0.10	0	0.00	0.00
16 Fresno	11.19	2.36	6	0.68	0.07	6	0.68	0.07	0	0.00	0.00
17 Orlando South	2.73	0.52	24	0.65	0.21	0	0.00	0.00	24	0.65	0.21
19 Phoenix South	3.23	0.74	18	0.59	0.13	18	0.59	0.13	0	0.00	0.00
19 Phoenix North	2.68	0.40	22	0.59	0.11	22	0.59	0.11	0	0.00	0.00
25 Jacksonville	1.72	0.34	34	0.58	0.16	0	0.00	0.00	34	0.58	0.16
08 Little Rock	6.74	1.01	9	0.58	0.06	6	0.39	0.09	3	0.18	-0.03
08 Chattanooga	7.03	1.05	8	0.57	0.03	4	0.27	-0.01	4	0.27	0.04

MEDALLION TOBACCO (cont'd)

	Total Minor Cos.		Total Medallion			USA			Medallion		
	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99
Tot United States	3.27	0.58	12	0.38	0.03	8	0.26	0.02	3	0.11	0.01
12 Omaha	2.92	0.64	19	0.56	0.09	4	0.13	0.01	15	0.44	0.07
12 Kansas City KS	2.38	0.49	23	0.54	0.07	10	0.24	0.07	12	0.28	-0.02
09 San Antonio	2.03	0.64	27	0.54	0.20	17	0.35	0.13	8	0.17	0.07
07 Indianapolis West	3.59	0.63	15	0.53	0.05	15	0.53	0.05	0	0.00	0.00
18 Parkersburg WV	9.03	1.66	6	0.52	0.02	6	0.51	0.03	0	0.01	0.00
15 San Diego	1.68	0.49	30	0.50	0.22	30	0.50	0.22	0	0.00	0.00

PREMIER MARKETING

Premier Marketing, the fourth largest minor manufacturer nationally for 3Q99, has shown steady volume growth over the last five quarters. This company markets two discount-priced products, First Class (65% of their 3Q99 sales) and Ultra Buy (35%); each brand is available in 14 packings.

	# of Pkgs.	EXCEL Sales (millions)					3Q99 % Vs.	
		3Q98	4Q98	1Q99	2Q99	3Q99	YAG	2Q99
Premier Marketing		226	271	281	330	344	52	4
First Class	14	137	168	180	212	223	63	5
Ultra Buy	14	89	102	101	118	121	36	2

Premier Marketing has a 3Q99 share of 0.50 or more in 30 of Lorillard's 165 Divisions, and it is the leading minor manufacturer in 12 of them. Current shares for both the total company and First Class are highest in Little Rock (3.17 and 3.10 respectively), Chattanooga (2.79 and 1.22) and Tupelo (2.57 and 2.32); while Ultra Buy's leading Division is Nashville (1.78).

	Total Minor Cos.		Total Premier Mktng.			First Class			Ultra Buy		
	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99
Tot United States	3.27	0.58	10	0.33	0.01	7	0.21	0.01	4	0.12	0.00
08 Little Rock	6.74	1.01	47	3.17	0.34	46	3.10	0.37	1	0.07	-0.03
08 Chattanooga	7.03	1.05	40	2.79	0.20	17	1.22	0.25	22	1.56	-0.05
22 Tupelo	6.29	0.99	41	2.57	-0.03	37	2.32	0.03	4	0.25	-0.06
08 Nashville	7.65	0.98	30	2.26	-0.14	6	0.48	-0.09	23	1.78	-0.05
13 Tulsa	7.40	1.11	24	1.75	0.27	9	0.70	0.14	14	1.05	0.13
12 Wichita	2.71	0.59	64	1.73	0.63	21	0.57	0.14	43	1.16	0.49
19 Lubbock	5.02	1.45	31	1.57	0.16	14	0.68	0.09	18	0.89	0.08
13 Tyler	4.91	1.05	31	1.54	0.04	27	1.35	0.03	4	0.19	0.01
08 Memphis	4.00	0.96	32	1.28	0.07	19	0.77	-0.07	13	0.51	0.14
05 Montgomery	4.48	0.87	26	1.18	-0.17	22	0.99	-0.15	4	0.19	-0.02
12 Springfield MO	4.54	0.98	24	1.10	0.15	24	1.09	0.15	0	0.01	0.00
13 Oklahoma City	4.25	0.23	25	1.08	0.00	5	0.23	0.12	20	0.85	-0.12
22 Shreveport	7.79	0.65	14	1.06	-0.26	10	0.75	-0.19	4	0.31	-0.07
25 Panama City	2.95	0.33	31	0.92	-0.10	28	0.82	-0.09	4	0.10	-0.01
01 Portland ME	4.83	0.34	18	0.89	0.04	18	0.89	0.04	0	0.00	0.00
22 Mobile	2.87	0.35	30	0.85	-0.08	23	0.67	-0.08	6	0.18	0.00
05 Huntsville	3.47	1.15	23	0.81	-0.39	13	0.45	-0.18	11	0.37	-0.20
06 Grand Rapids	1.38	0.12	56	0.77	0.05	56	0.77	0.05	0	0.00	0.00
22 Jackson	2.55	0.88	29	0.75	0.09	29	0.75	0.09	0	0.00	0.00
23 Toledo	2.73	0.57	27	0.75	0.20	8	0.23	0.05	19	0.52	0.15
05 Birmingham	1.53	-0.05	47	0.71	-0.29	29	0.44	-0.36	18	0.27	0.07
03 Baltimore	7.72	-0.43	9	0.71	0.04	9	0.67	0.10	1	0.04	-0.06
25 Albany GA	4.43	1.19	14	0.60	0.08	11	0.48	0.04	3	0.12	0.04
14 Las Vegas	3.03	0.25	19	0.58	-0.09	7	0.21	0.05	12	0.37	-0.14
16 San Jose	3.33	0.08	17	0.56	0.02	17	0.56	0.02	0	0.00	0.00
04 Asheville	4.32	2.03	13	0.55	0.30	13	0.54	0.30	0	0.01	-0.01
22 Baton Rouge	2.19	0.23	25	0.55	0.05	22	0.48	0.05	3	0.07	0.00
14 Boise	8.83	1.64	6	0.55	0.13	2	0.14	0.03	5	0.41	0.10
14 Helena	5.05	1.28	11	0.54	0.02	11	0.54	0.02	0	0.00	0.00
06 Flint	0.93	0.03	57	0.53	-0.02	57	0.53	-0.02	0	0.00	0.00

JAPAN TOBACCO

Japan Tobacco, the fifth largest minor manufacturer nationally for 3Q99, has shown steady growth over the last five quarters. This company markets the discount-priced product Wave (99% of their 3Q99 sales), and the brand is available in 13 packings.

# of Pkgs.	EXCEL Sales (millions)					3Q99 % Vs.	
	3Q98	4Q98	1Q99	2Q99	3Q99	YAG	2Q99
<u>Japan Tobacco</u>	<u>182</u>	<u>241</u>	<u>248</u>	<u>276</u>	<u>316</u>	<u>74</u>	<u>15</u>
Wave	180	239	246	275	315	75	15

Japan Tobacco has a 3Q99 share of 0.50 or more in 23 of Lorillard's 165 Divisions, and it is the leading minor manufacturer in 13 of them. Current shares for both the company and Wave are highest in Fresno (7.15), Lexington (4.06), Louisville (3.41) and Huntington (3.40).

	Total Minor Cos.		Total Japan Tobacco			Wave		
	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99
Tot United States	3.27	0.58	9	0.30	0.04	9	0.30	0.04
16 Fresno	11.19	2.36	64	7.15	1.62	64	7.15	1.62
08 Lexington	7.79	1.75	52	4.06	0.68	52	4.06	0.68
08 Louisville	7.41	1.24	46	3.41	0.68	46	3.41	0.68
18 Huntington	13.62	2.77	25	3.40	0.12	25	3.40	0.12
07 Evansville	5.59	0.37	39	2.20	0.02	39	2.20	0.02
23 Cincinnati East	4.76	1.38	42	2.01	0.32	42	2.01	0.32
22 Shreveport	7.79	0.65	23	1.79	0.10	23	1.79	0.10
16 Oakland South	4.27	0.47	29	1.26	0.11	29	1.26	0.11
20 Newark	2.27	0.37	53	1.20	0.18	53	1.19	0.19
02 Manhattan North	3.73	0.52	31	1.16	0.01	31	1.15	0.01
21 Buffalo	10.32	0.94	11	1.12	0.07	11	1.12	0.07
07 Ft Wayne	4.42	0.34	25	1.11	-0.01	25	1.11	-0.01
02 Queens	2.82	0.25	36	1.02	0.05	35	1.00	0.05
16 Sacramento	3.55	0.50	26	0.91	0.08	26	0.91	0.08
02 Brooklyn	1.90	0.27	47	0.90	0.11	47	0.90	0.11
18 Parkersburg WV	9.03	1.66	9	0.86	0.25	9	0.86	0.25
02 Manhattan	4.58	0.63	16	0.73	0.10	15	0.68	0.11
02 Bronx	2.37	0.35	31	0.72	0.04	31	0.72	0.04
02 Forest Hills	2.07	0.03	28	0.58	-0.02	28	0.58	-0.02
20 Philadelphia South	1.56	0.28	36	0.57	0.09	36	0.57	0.09
04 Knoxville	6.71	1.92	8	0.56	-0.02	8	0.56	-0.02
07 Indianapolis East	3.92	0.76	14	0.56	0.06	14	0.56	0.06
20 Paterson	1.13	0.14	45	0.51	0.05	45	0.51	0.05

KING MAKER MARKETING

King Maker Marketing, the sixth largest minor manufacturer nationally for 3Q99, rebounded from a 2Q99 volume decline. Sales for 3Q99 were 273 million units, an increase of +22% over 2Q99. This company markets two discount-priced products, Checkers (61% of 3Q99 sales) and Hi-Val (39%). Both brands are available in 13 packings.

	# of Pkgs.	EXCEL Sales (millions)					3Q99 % Vs.	
		3Q98	4Q98	1Q99	2Q99	3Q99	YAG	2Q99
King Maker Marketing		66	120	243	224	273	314	22
Checkers	13	66	93	167	145	166	151	14
Hi Val	13	0	27	76	80	108	*	35

King Maker Marketing has a 3Q99 share of 0.50 or more in 24 of Lorillard's 165 Divisions, and it is the leading minor manufacturer in 8 of them. Current shares for the total company and Hi Val are highest in Portland, ME (3.02 and 2.86 respectively) and Huntington (2.76 and 2.65), while Checkers has its highest shares in Shreveport (2.63) and Helena (2.11).

	Total Minor Cos.		Total King Maker Mktng.			Checkers			Hi Val		
	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99
Tot United States	3.27	0.58	8	0.26	0.05	5	0.16	0.02	3	0.10	0.02
01 Portland ME	4.83	0.34	62	3.02	0.24	3	0.16	0.03	59	2.86	0.21
18 Huntington	13.62	2.77	20	2.76	0.53	1	0.11	-0.05	19	2.65	0.58
22 Shreveport	7.79	0.65	34	2.63	0.34	34	2.63	0.34	0	0.00	0.00
14 Helena	5.05	1.28	42	2.11	0.24	42	2.11	0.24	0	0.00	0.00
14 Boise	8.83	1.64	23	1.99	0.44	23	1.99	0.44	0	0.00	0.00
21 Albany NY	8.67	3.26	20	1.72	0.12	15	1.30	0.08	5	0.42	0.04
25 Albany GA	4.43	1.19	37	1.64	0.27	37	1.64	0.27	0	0.00	0.00
17 Orlando North	3.39	0.90	40	1.36	0.35	0	0.00	0.00	40	1.35	0.35
05 Montgomery	4.48	0.87	27	1.21	0.18	27	1.21	0.18	0	0.00	0.00
08 Nashville	7.65	0.98	16	1.21	0.21	10	0.76	0.08	6	0.45	0.13
22 Mobile	2.87	0.35	37	1.05	0.18	37	1.05	0.18	0	0.00	0.00
18 Parkersburg WV	9.03	1.66	11	1.00	0.01	7	0.64	0.04	4	0.36	-0.03
08 Chattanooga	7.03	1.05	14	0.98	0.21	11	0.75	0.11	3	0.24	0.10
02 Long Island	3.34	1.14	29	0.95	0.74	0	0.00	0.00	29	0.95	0.74
01 Concord	4.32	0.35	22	0.95	0.18	0	0.01	0.00	22	0.94	0.18
22 Tupelo	6.29	0.99	14	0.87	0.15	14	0.86	0.15	0	0.01	0.01
21 Syracuse	4.58	1.32	19	0.87	0.12	18	0.83	0.13	1	0.04	-0.01
25 Panama City	2.95	0.33	29	0.86	0.02	28	0.81	0.02	1	0.04	0.00
19 Lubbock	5.02	1.45	17	0.84	0.42	5	0.23	-0.01	12	0.61	0.43
18 Erie	2.86	0.66	26	0.73	0.10	26	0.73	0.10	0	0.00	0.00
17 Orlando South	2.73	0.52	26	0.72	0.07	0	0.01	0.00	26	0.71	0.08
13 Oklahoma City	4.25	0.23	16	0.67	0.01	11	0.47	-0.05	5	0.19	0.06
23 Cincinnati East	4.76	1.38	13	0.60	0.34	0	0.00	0.00	13	0.60	0.34
21 Buffalo	10.32	0.94	5	0.50	0.04	2	0.16	0.03	3	0.34	0.00

SANTA FE TOBACCO

Santa Fe Tobacco, the seventh largest minor manufacturer nationally for 3Q99, achieved a sales volume increase of 18 million units or +21% over 2Q99. This company markets the full-priced product Natural American Spirit (100% of their sales), and the brand is available in 10 packings.

	# of Pkgs.	EXCEL Sales (millions)					3Q99 % Vs.	
		<u>3Q98</u>	<u>4Q98</u>	<u>1Q99</u>	<u>2Q99</u>	<u>3Q99</u>	<u>YAG</u>	<u>2Q99</u>
<u>Santa Fe Tobacco</u>		<u>68</u>	<u>82</u>	<u>61</u>	<u>85</u>	<u>103</u>	<u>51</u>	<u>21</u>
Natural American Spirit	10	68	82	61	85	103	51	21

Santa Fe Tobacco has a 3Q99 share of 0.50 or more in 12 of Lorillard's 165 Divisions, and it is the leading minor manufacturer in 6 of them. Current shares for Natural American Spirit are highest in San Francisco (2.20), Manhattan (1.48) and Oakland North (1.47).

	Total Minor Cos.		Total Santa Fe Tob.			Natural Amer. Spirit		
	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99
Tot United States	3.27	0.58	3	0.10	0.02	3	0.10	0.02
16 San Francisco	5.56	0.44	40	2.20	0.40	40	2.20	0.40
02 Manhattan	4.44	0.49	33	1.48	0.18	33	1.48	0.18
16 Oakland North	4.34	0.29	34	1.47	0.13	34	1.47	0.13
14 Portland OR	2.40	0.44	32	0.76	0.08	32	0.76	0.08
02 Manhattan North	3.67	0.47	19	0.70	0.08	19	0.70	0.08
14 Eugene	2.84	1.04	24	0.69	0.12	24	0.69	0.12
16 San Jose	3.32	0.07	20	0.66	0.04	20	0.66	0.04
15 Glendale	3.63	1.15	18	0.66	0.38	18	0.66	0.38
14 Seattle North	1.32	0.30	48	0.63	0.16	48	0.63	0.16
15 Los Angeles North	2.39	0.54	26	0.62	0.38	26	0.62	0.38
19 Denver North	1.14	0.15	54	0.62	0.00	54	0.62	0.00
01 Boston North	1.84	0.29	27	0.50	0.02	27	0.50	0.02

DOSAL TOBACCO

Dosal Tobacco, the eighth largest minor manufacturer nationally for 3Q99, has experienced 3 consecutive quarters (1Q99 through 3Q99) of level volume. This company markets the discount-priced product DTC (98% of their 3Q99 sales) which is available in 13 packings.

	# of Pkgs.	EXCEL Sales (millions)					3Q99 % Vs.	
		3Q98	4Q98	1Q99	2Q99	3Q99	YAG	2Q99
<u>Dosal Tobacco</u>		<u>28</u>	<u>43</u>	<u>67</u>	<u>66</u>	<u>66</u>	<u>133</u>	<u>0</u>
DTC	13	26	41	65	65	65	147	0

Dosal Tobacco has a 3Q99 share of 0.50 or more in 4 of Lorillard's 165 Divisions, and it is the leading minor manufacturer in 3 of them. Current shares for both the company and DTC are highest in Ft. Lauderdale (4.56 and 4.55 respectively), Miami (2.54 and 2.13) and Tampa (2.32 and 2.32).

	Total Minor Cos.		Total Dosal Tobacco			DTC		
	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99
	3.27	0.58	2	0.06	0.00	2	0.06	0.00
17 Ft Lauderdale	5.39	-0.15	84	4.56	-0.09	84	4.55	-0.09
17 Miami	3.21	-0.08	79	2.54	-0.13	66	2.13	-0.09
17 Tampa	4.05	0.40	57	2.32	-0.02	57	2.32	-0.02
19 Bismarck	6.47	2.04	8	0.55	0.07	8	0.55	0.07

SMOKIN JOE'S INDIAN TRADE

Smokin Joe's Indian Trade, the ninth largest minor manufacturer nationally for 3Q99, has shown steady growth over the past five quarters. This company markets four discount-priced products, Smokin' Joes's (37% of their 3Q99 sales), Market (27%), Lewiston (21%) and Exact (15%). The company introduced 4 new Lewiston packings in 3Q99: Kings Menthol, Special Kings, Special Lights Kings and Special Ultra-Lights Kings

	# of Pkgs.	EXCEL Sales (millions)					3Q99 % Vs.	
		3Q98	4Q98	1Q99	2Q99	3Q99	YAG	2Q99
Smokin Joe's Indian Trade		27	39	52	59	63	131	7
Smokin Joe's	26	7	11	14	18	23	242	24
Market	11	9	13	14	16	17	86	3
Lewiston	15	5	7	13	14	13	174	-6
Exact	11	7	9	11	11	11	54	1

Smokin Joe's Indian Trade has a 3Q99 share of 0.50 or more in 2 of Lorillard's 165 Divisions, and it is the leading minor manufacturer in both of them. Current share for the company is highest in Buffalo (6.70), which also has the highest shares for Smokin Joe's (2.07), Market (1.94), Lewiston (1.44) and Exact (1.25).

	Total Minor Cos.		Total Smokin' Joes			Smokin' Joes's			Market		
	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99
Tot United States	3.27	0.58	2	0.06	0.01	1	0.02	0.00	1	0.02	0.00
21 Buffalo	10.47	1.10	64	6.70	0.53	20	2.07	0.47	19	1.94	0.09
21 Rochester	2.29	0.36	41	0.95	0.17	32	0.73	0.11	3	0.07	0.01

	Total Minor Cos.		Lewiston			Exact		
	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99
Tot United States	3.27	0.58	0	0.01	0.00	0	0.01	0.00
21 Buffalo	10.47	1.10	14	1.44	-0.05	12	1.25	0.02
21 Rochester	2.29	0.36	4	0.09	0.04	2	0.05	0.00

S & M BRANDS, INC.

S&M Brands, the tenth largest minor manufacturer nationally for 3Q99, had a sales volume increase of 8 million units or +24% over 2Q99. This company markets the discount-priced product Bailey's (100% of their sales) which is available in 11 packings.

	# of Pkgs.	EXCEL Sales (millions)					3Q99 % Vs.	
		<u>3Q98</u>	<u>4Q98</u>	<u>1Q99</u>	<u>2Q99</u>	<u>3Q99</u>	<u>YAG</u>	<u>2Q99</u>
S & M Brands		<u>9</u>	<u>12</u>	<u>20</u>	<u>37</u>	<u>45</u>	<u>394</u>	<u>24</u>
Bailey's	11	9	12	20	37	45	394	24

S&M Brands has a 3Q99 share of 0.50 or more in 5 of Lorillard's 165 Divisions, and it is the leading minor manufacturer in only one of these Divisions. Current shares for the company and Bailey's are highest in Roanoke (1.82).

	Total Minor Cos.		Total S&M Brands			Bailey's		
	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99	% of Minor Manuf.	3Q99 SOM	Change VS. 2Q99
Tot United States	3.27	0.58	1	0.04	0.01	1	0.04	0.01
04 Roanoke	5.27	1.21	35	1.82	0.21	35	1.82	0.21
03 Charlottesville	3.36	0.63	29	0.96	0.11	29	0.96	0.11
03 Richmond	1.78	0.23	41	0.73	0.14	41	0.73	0.14
04 Greensboro	3.24	0.69	17	0.55	0.18	17	0.55	0.18
04 Fayetteville	1.87	0.11	27	0.51	0.13	27	0.51	0.13

Conclusions and Recommendations

Overall growth in the minor tobacco manufacturers for 3Q99 continued to be strong, and as a group they have attained a 3.27 share of the total U.S. market. It is reasonable to expect their share growth will continue through 1999.

Cigarette stores accounted for approximately 45% of 3Q99 retail volume for the minor manufacturers, and most of these smaller companies have a very limited number of geographical areas in which their sales are strong.

The sustained growth of the minor manufacturers may depend on their ability to increase distribution through classes of trade other than cigarette stores. This factor will be monitored each quarter.

Minor manufacturers will be analyzed and reported each quarter to determine if the growth rates and share trends will continue as they have through 3Q99.

Additional Information

See attached table: 3Q99 Minor Manufacturers SOM by Sales Division.

	Total Minor Manufacturers	Common- wealth	Star Scientific	Medallion Tobacco	Premier Marketing	Japan Tobacco	King Maker Marketers	Santa Fe Tobacco	Dosal Tobacco	Smokin' Joes Indian Trade	S & M Brands	All Rem. Minor Companies
Tot United States	3.27	1.02	0.57	0.38	0.33	0.30	0.26	0.10	0.06	0.06	0.04	0.13
18 Huntington	13.62	4.27	2.25	0.19	0.20	3.40	2.78	0.00	0.00	0.00	0.03	0.52
16 Fresno	11.19	1.33	1.17	0.68	0.21	7.15	0.42	0.07	0.00	0.00	0.00	0.16
21 Buffalo	10.32	1.84	0.08	0.00	0.00	1.12	0.50	0.00	0.00	6.57	0.00	0.20
18 Parkersburg WV	9.03	4.41	1.88	0.52	0.31	0.86	1.00	0.00	0.00	0.00	0.01	0.05
14 Boise	8.83	2.80	3.11	0.19	0.55	0.00	1.99	0.16	0.00	0.00	0.00	0.04
21 Albany NY	8.67	5.82	0.34	0.07	0.17	0.17	1.72	0.05	0.00	0.17	0.00	0.13
22 Shreveport	7.79	0.59	1.31	0.25	1.06	1.79	2.63	0.00	0.00	0.00	0.00	0.17
08 Lexington	7.79	1.11	0.64	0.85	0.08	4.06	0.48	0.00	0.00	0.00	0.02	0.54
03 Baltimore	7.72	0.49	1.11	5.00	0.71	0.32	0.02	0.03	0.00	0.00	0.00	0.04
08 Nashville	7.65	2.90	0.86	0.06	2.26	0.02	1.21	0.01	0.00	0.00	0.00	0.34
08 Louisville	7.41	1.17	0.71	1.15	0.46	3.41	0.10	0.00	0.00	0.00	0.00	0.41
13 Tulsa	7.40	0.85	0.50	3.89	1.75	0.01	0.32	0.02	0.00	0.00	0.00	0.07
21 Wilkes-Barre	7.31	3.54	2.97	0.05	0.01	0.38	0.31	0.02	0.00	0.00	0.00	0.03
08 Chattanooga	7.03	1.60	1.00	0.57	2.79	0.01	0.98	0.01	0.00	0.00	0.00	0.06
08 Little Rock	6.74	0.69	1.92	0.58	3.17	0.03	0.21	0.00	0.00	0.00	0.00	0.14
04 Knoxville	6.71	2.29	2.86	0.15	0.33	0.56	0.26	0.00	0.00	0.00	0.17	0.10
19 Bismarck	6.43	5.45	0.06	0.19	0.00	0.00	0.09	0.01	0.55	0.00	0.00	0.07
22 Tupelo	6.29	0.42	2.37	0.00	2.57	0.00	0.87	0.00	0.00	0.00	0.00	0.06
07 Evansville	5.59	0.73	1.25	1.21	0.13	2.20	0.04	0.00	0.00	0.00	0.00	0.03
16 San Francisco	5.53	0.94	0.29	0.37	0.40	0.35	0.00	2.18	0.00	0.00	0.00	1.00
17 Ft Lauderdale	5.40	0.47	0.02	0.08	0.01	0.00	0.00	0.00	4.56	0.00	0.00	0.25
04 Roanoke	5.24	2.38	0.77	0.15	0.08	0.00	0.00	0.01	0.00	0.00	1.83	0.01
14 Helena	5.05	1.74	0.03	0.15	0.54	0.00	2.11	0.40	0.00	0.00	0.00	0.08
19 Lubbock	5.02	1.09	1.30	0.15	1.57	0.00	0.84	0.02	0.00	0.00	0.00	0.04
13 Tyler	4.91	0.58	1.19	1.19	1.54	0.07	0.23	0.00	0.00	0.00	0.00	0.09
01 Portland ME	4.83	0.56	0.24	0.00	0.89	0.00	3.02	0.06	0.00	0.00	0.00	0.08
23 Cincinnati East	4.76	0.40	0.80	0.27	0.39	2.01	0.60	0.01	0.00	0.00	0.00	0.27
04 Raleigh South	4.76	1.77	1.55	0.28	0.41	0.25	0.00	0.03	0.00	0.00	0.45	0.03
21 Syracuse	4.58	3.05	0.19	0.00	0.16	0.10	0.87	0.03	0.00	0.09	0.00	0.08
02 Manhattan	4.58	0.07	0.27	0.00	0.00	0.73	0.00	1.55	0.00	0.00	0.00	1.96
12 Springfield MO	4.54	1.41	0.96	1.00	1.10	0.00	0.00	0.00	0.00	0.00	0.00	0.06
05 Montgomery	4.48	1.06	0.95	0.07	1.18	0.00	1.21	0.00	0.00	0.00	0.00	0.01
25 Albany GA	4.43	0.69	1.37	0.11	0.60	0.00	1.64	0.00	0.00	0.00	0.00	0.01
07 Ft Wayne	4.42	0.84	1.65	0.09	0.42	1.11	0.00	0.03	0.00	0.00	0.00	0.27
16 Oakland North	4.34	0.39	0.47	0.87	0.17	0.48	0.02	1.47	0.00	0.00	0.00	0.48
04 Asheville	4.32	1.73	1.71	0.16	0.55	0.00	0.09	0.07	0.00	0.00	0.00	0.01
01 Concord	4.32	1.29	0.84	0.22	0.47	0.00	0.95	0.21	0.00	0.14	0.00	0.19
16 Oakland South	4.27	0.61	0.52	0.90	0.07	1.26	0.41	0.25	0.00	0.00	0.00	0.26
13 Oklahoma City	4.25	0.84	0.23	1.33	1.08	0.00	0.67	0.01	0.00	0.00	0.00	0.10
17 Tampa	4.06	0.92	0.20	0.45	0.02	0.00	0.11	0.00	2.33	0.00	0.00	0.04
08 Memphis	4.00	0.97	1.19	0.09	1.28	0.03	0.42	0.00	0.00	0.00	0.00	0.03
16 Honolulu	3.95	3.65	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.13
07 Indianapolis East	3.92	0.30	1.50	1.02	0.43	0.56	0.00	0.04	0.00	0.00	0.00	0.08

EXCEL SOM
3rd QTR. 1999

	Total Minor Manufacturers	Common- wealth	Star Scientific	Medallion Tobacco	Premier Marketing	Japan Tobacco	King Maker Marketers	Santa Fe Tobacco	Dosal Tobacco	Smokin' Joels Indian Trade	S & M Brands	All Rem. Minor Companies
Tot United States	3.27	1.02	0.57	0.38	0.33	0.30	0.26	0.10	0.06	0.06	0.04	0.13
15 Glendale	3.74	1.16	0.25	0.10	0.01	0.37	0.01	0.67	0.00	0.00	0.00	1.19
02 Manhattan North	3.73	0.08	0.73	0.00	0.00	1.16	0.00	0.72	0.00	0.00	0.00	1.03
07 Indianapolis West	3.59	0.50	1.74	0.53	0.37	0.40	0.00	0.02	0.00	0.00	0.00	0.03
16 Sacramento	3.55	0.71	0.16	0.70	0.15	0.91	0.21	0.47	0.00	0.00	0.00	0.24
12 Kansas City MO	3.50	0.92	0.23	2.26	0.03	0.00	0.00	0.01	0.00	0.00	0.00	0.05
05 Huntsville	3.47	1.09	1.27	0.03	0.81	0.01	0.25	0.00	0.00	0.00	0.00	0.01
25 Greenville	3.39	2.16	1.08	0.10	0.03	0.00	0.00	0.00	0.00	0.00	0.03	0.00
17 Orlando North	3.39	0.65	0.80	0.25	0.00	0.00	1.36	0.00	0.28	0.00	0.00	0.06
03 Charlottesville	3.35	1.43	0.60	0.04	0.10	0.01	0.12	0.05	0.00	0.00	0.98	0.02
02 Long Island	3.34	1.59	0.27	0.00	0.00	0.10	0.95	0.12	0.00	0.09	0.00	0.22
15 Los Angeles South	3.33	1.54	0.84	0.17	0.04	0.30	0.00	0.12	0.00	0.00	0.00	0.33
16 San Jose	3.33	0.25	0.28	0.71	0.56	0.36	0.01	0.66	0.00	0.00	0.00	0.50
04 Greensboro	3.25	1.93	0.37	0.13	0.06	0.08	0.00	0.02	0.00	0.00	0.55	0.11
19 Phoenix South	3.23	2.01	0.00	0.59	0.12	0.32	0.00	0.11	0.00	0.00	0.00	0.06
17 Miami	3.22	0.06	0.00	0.04	0.00	0.00	0.00	0.01	2.54	0.00	0.00	0.57
01 Providence	3.20	1.92	0.25	0.45	0.00	0.39	0.01	0.08	0.00	0.04	0.00	0.06
09 Houston North	3.12	1.33	0.49	1.10	0.13	0.00	0.02	0.00	0.00	0.00	0.00	0.04
03 Washington DC North	3.08	0.52	0.47	1.53	0.24	0.07	0.15	0.03	0.00	0.00	0.00	0.07
12 St Louis South	3.07	1.92	0.75	0.14	0.19	0.03	0.04	0.00	0.00	0.00	0.00	0.01
11 Des Moines	3.06	0.98	0.50	1.43	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.07
14 Las Vegas	3.03	1.22	0.07	0.98	0.58	0.00	0.00	0.05	0.00	0.00	0.00	0.12
18 Harrisburg	3.02	1.58	0.75	0.01	0.03	0.43	0.20	0.00	0.00	0.00	0.00	0.02
25 Panama City	2.95	0.31	0.59	0.22	0.92	0.00	0.86	0.00	0.02	0.00	0.00	0.03
12 Omaha	2.92	1.76	0.42	0.56	0.00	0.00	0.03	0.03	0.00	0.00	0.00	0.11
22 Mobile	2.87	0.45	0.48	0.00	0.85	0.00	1.05	0.00	0.00	0.00	0.00	0.03
18 Erie	2.86	1.29	0.16	0.35	0.05	0.06	0.73	0.00	0.00	0.17	0.00	0.04
18 Pittsburgh East	2.86	1.41	0.31	0.43	0.29	0.00	0.39	0.00	0.00	0.00	0.00	0.03
04 Charlotte	2.83	1.21	0.87	0.41	0.10	0.15	0.00	0.01	0.00	0.00	0.07	0.02
02 Queens	2.82	0.06	0.89	0.00	0.00	1.02	0.00	0.22	0.00	0.00	0.00	0.63
14 Eugene	2.77	1.50	0.16	0.21	0.05	0.00	0.00	0.69	0.00	0.00	0.00	0.16
17 Orlando South	2.73	0.44	0.59	0.65	0.00	0.00	0.72	0.00	0.23	0.00	0.00	0.10
23 Toledo	2.73	1.04	0.34	0.04	0.75	0.12	0.00	0.00	0.00	0.00	0.00	0.43
01 Springfield	2.71	1.02	0.46	0.08	0.18	0.01	0.48	0.38	0.00	0.00	0.00	0.10
12 Wichita	2.71	0.57	0.11	0.03	1.73	0.00	0.23	0.01	0.00	0.00	0.00	0.03
19 Phoenix North	2.68	1.78	0.00	0.59	0.07	0.00	0.00	0.14	0.00	0.00	0.00	0.10
19 El Paso	2.68	1.46	0.63	0.12	0.00	0.00	0.00	0.43	0.00	0.00	0.00	0.04
18 Pittsburgh West	2.66	0.82	0.19	0.70	0.32	0.01	0.48	0.01	0.00	0.00	0.00	0.14
20 Wilmington	2.64	1.29	0.24	0.89	0.08	0.07	0.06	0.00	0.00	0.00	0.00	0.01
22 Jackson	2.55	0.68	0.82	0.00	0.75	0.00	0.14	0.00	0.00	0.00	0.00	0.15
15 Oxnard	2.54	0.40	0.05	0.91	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.79
13 Ft Worth North	2.51	0.43	0.70	0.81	0.47	0.00	0.05	0.01	0.00	0.00	0.00	0.04
15 San Bernardino	2.49	1.53	0.16	0.40	0.22	0.00	0.01	0.05	0.00	0.00	0.00	0.11
13 Ft Worth South	2.48	0.69	0.41	0.85	0.49	0.00	0.00	0.02	0.00	0.00	0.00	0.02

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EXCEL SOM
3rd QTR. 1999

	Total Minor Manufacturers	Common- wealth	Star Scientific	Medallion Tobacco	Premier Marketing	Japan Tobacco	King Maker Marketers	Santa Fe Tobacco	Dosal Tobacco	Smokin' Joes Indian Trade	S & M Brands	All Rem. Minor Companies
Tot United States	3.27	1.02	0.57	0.38	0.33	0.30	0.26	0.10	0.06	0.06	0.04	0.13
15 Los Angeles North	2.46	0.23	0.18	0.17	0.04	0.22	0.00	0.64	0.00	0.00	0.00	0.98
23 Cincinnati West	2.45	0.17	0.72	0.90	0.21	0.28	0.11	0.01	0.00	0.00	0.00	0.06
14 Portland OR	2.39	0.90	0.11	0.22	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.40
12 Kansas City KS	2.38	0.97	0.36	0.54	0.32	0.00	0.00	0.04	0.00	0.00	0.00	0.15
02 Bronx	2.37	0.32	0.75	0.01	0.00	0.72	0.00	0.10	0.00	0.00	0.00	0.46
04 Raleigh North	2.32	1.28	0.45	0.03	0.10	0.00	0.00	0.00	0.00	0.00	0.45	0.01
02 Westchester	2.28	1.51	0.17	0.06	0.02	0.06	0.08	0.26	0.00	0.00	0.00	0.13
21 Rochester	2.28	0.66	0.02	0.00	0.07	0.15	0.26	0.03	0.00	0.93	0.00	0.17
07 Peoria	2.27	1.38	0.09	0.77	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.01
20 Newark	2.27	0.77	0.08	0.00	0.00	1.20	0.00	0.05	0.00	0.00	0.00	0.15
09 Corpus Christi	2.22	0.58	1.43	0.18	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.01
18 York	2.21	1.49	0.37	0.22	0.04	0.04	0.03	0.02	0.00	0.00	0.00	0.01
22 Baton Rouge	2.19	0.46	0.50	0.25	0.55	0.00	0.30	0.01	0.00	0.00	0.00	0.12
02 Forest Hills	2.07	0.10	0.50	0.00	0.00	0.58	0.00	0.34	0.00	0.00	0.00	0.56
09 San Antonio	2.03	0.28	0.56	0.54	0.15	0.00	0.09	0.24	0.00	0.00	0.00	0.17
25 Columbia	2.00	1.00	0.63	0.24	0.10	0.00	0.02	0.00	0.00	0.00	0.00	0.01
13 Dallas	1.95	0.36	0.15	0.93	0.36	0.00	0.00	0.02	0.00	0.00	0.00	0.12
22 New Orleans	1.94	1.13	0.56	0.07	0.06	0.00	0.01	0.05	0.00	0.00	0.00	0.05
09 Galveston	1.90	0.58	0.54	0.49	0.23	0.00	0.01	0.00	0.00	0.00	0.00	0.05
02 Brooklyn	1.90	0.05	0.29	0.00	0.00	0.90	0.00	0.19	0.00	0.00	0.00	0.47
17 Sarasota	1.90	1.03	0.09	0.27	0.01	0.00	0.05	0.00	0.37	0.00	0.00	0.07
23 Canton	1.89	0.85	0.45	0.20	0.21	0.09	0.05	0.00	0.00	0.01	0.00	0.02
04 Fayetteville	1.88	0.59	0.41	0.13	0.22	0.00	0.00	0.01	0.00	0.00	0.51	0.01
01 Boston North	1.83	0.31	0.28	0.08	0.00	0.26	0.08	0.49	0.00	0.00	0.00	0.32
15 Los Angeles West	1.78	0.24	0.77	0.03	0.11	0.11	0.00	0.21	0.00	0.00	0.00	0.31
03 Richmond	1.78	0.72	0.28	0.02	0.00	0.00	0.00	0.02	0.00	0.00	0.73	0.01
25 Savannah	1.75	0.53	0.64	0.15	0.25	0.00	0.17	0.00	0.00	0.00	0.00	0.01
05 Atlanta West	1.74	0.78	0.50	0.10	0.19	0.00	0.02	0.02	0.00	0.00	0.00	0.13
25 Jacksonville	1.72	0.42	0.08	0.58	0.01	0.00	0.30	0.00	0.28	0.00	0.00	0.04
15 San Diego	1.68	0.36	0.33	0.50	0.00	0.03	0.00	0.15	0.00	0.00	0.00	0.32
11 Duluth	1.67	1.10	0.46	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.06
20 Philadelphia South	1.56	0.68	0.15	0.00	0.00	0.57	0.11	0.00	0.00	0.00	0.00	0.06
01 Boston West	1.54	1.01	0.12	0.05	0.00	0.03	0.04	0.16	0.00	0.00	0.00	0.13
05 Birmingham	1.53	0.26	0.26	0.21	0.71	0.00	0.07	0.00	0.00	0.00	0.00	0.01
23 Columbus Ohio	1.52	0.51	0.64	0.10	0.08	0.08	0.04	0.03	0.00	0.00	0.00	0.04
02 Nassau	1.47	0.48	0.37	0.00	0.00	0.24	0.00	0.10	0.00	0.00	0.00	0.28
03 Washington DC Capitol	1.40	0.11	0.29	0.03	-0.01	0.17	0.42	0.14	0.00	0.00	0.00	0.24
11 St Paul	1.38	0.44	0.37	0.04	0.01	0.00	0.00	0.23	0.00	0.00	0.00	0.30
07 Springfield IL	1.38	0.80	0.02	0.42	0.09	0.04	0.00	0.00	0.00	0.00	0.00	0.00
06 Grand Rapids	1.38	0.49	0.01	0.05	0.77	0.01	0.00	0.03	0.00	0.00	0.00	0.03
20 Philadelphia North	1.32	0.60	0.55	0.00	0.05	0.08	0.02	0.00	0.00	0.00	0.00	0.02
03 Norfolk	1.31	0.48	0.25	0.10	0.00	0.00	0.06	0.00	0.00	0.00	0.40	0.01
14 Seattle North	1.30	0.35	0.11	0.06	0.00	0.00	0.00	0.63	0.00	0.00	0.00	0.16

96996298

	Total Minor Manufacturers	Common- wealth	Star Scientific	Medallion Tobacco	Premier Marketing	Japan Tobacco	King Maker Marketers	Santa Fe Tobacco	Dosal Tobacco	Smokin' Joel's Indian Trade	S & M Brands	All Rem. Minor Companies
Tot United States	3.27	1.02	0.57	0.38	0.33	0.30	0.26	0.10	0.06	0.06	0.04	0.13
15 Anaheim	1.30	0.36	0.02	0.33	0.02	0.01	0.00	0.13	0.00	0.00	0.00	0.42
23 Cleveland West	1.29	0.59	0.16	0.13	0.05	0.28	0.00	0.02	0.00	0.03	0.00	0.03
10 Chicago South	1.24	0.28	0.78	0.11	0.00	0.00	0.00	0.02	0.00	0.00	0.00	0.05
03 Washington DC South	1.23	0.63	0.19	0.03	0.00	0.01	0.01	0.05	0.00	0.00	0.11	0.20
05 Atlanta South	1.22	0.47	0.35	0.30	0.04	0.01	0.00	0.00	0.00	0.00	0.00	0.05
11 Minneapolis	1.17	0.30	0.13	0.03	0.00	0.00	0.00	0.43	0.00	0.00	0.00	0.28
11 Green Bay	1.14	0.78	0.02	0.08	0.05	0.00	0.16	0.03	0.00	0.00	0.00	0.01
19 Denver North	1.14	0.33	0.05	0.06	0.00	0.00	0.00	0.62	0.00	0.00	0.00	0.08
20 Paterson	1.13	0.22	0.19	0.00	0.00	0.51	0.00	0.06	0.00	0.00	0.00	0.15
12 St Louis North	1.13	0.52	0.26	0.19	0.15	0.01	0.00	0.00	0.00	0.00	0.00	0.01
05 Atlanta East	1.10	0.34	0.17	0.18	0.08	0.00	0.04	0.01	0.00	0.00	0.23	0.05
01 Boston South	1.08	0.50	0.08	0.14	0.00	0.03	0.01	0.24	0.00	0.00	0.00	0.09
21 Hartford	1.05	0.74	0.13	0.00	0.00	0.01	0.00	0.06	0.00	0.00	0.00	0.11
25 Charleston	1.00	0.81	0.11	0.02	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.02
14 Seattle South	0.99	0.26	0.08	0.25	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.07
17 West Palm Beach	0.98	0.19	0.16	0.12	0.01	0.00	0.03	0.00	0.36	0.00	0.00	0.10
23 Cleveland East	0.96	0.54	0.12	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.03
10 Milwaukee South	0.96	0.35	0.00	0.22	0.14	0.00	0.00	0.18	0.00	0.00	0.00	0.05
09 Houston South	0.94	0.34	0.19	0.22	0.05	0.01	0.00	0.00	0.00	0.00	0.00	0.13
06 Flint	0.93	0.31	0.05	0.03	0.53	0.00	0.00	0.00	0.00	0.00	0.00	0.01
20 Newark South	0.92	0.34	0.01	0.00	0.01	0.46	0.02	0.02	0.00	0.00	0.00	0.06
10 Milwaukee North	0.86	0.62	0.01	0.02	0.07	0.00	0.01	0.08	0.00	0.00	0.00	0.06
10 Chicago Southwest	0.85	0.34	0.04	0.35	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.09
10 Chicago Central	0.83	0.05	0.00	0.08	-0.01	0.00	0.00	0.32	0.00	0.00	0.00	0.38
11 Eau Claire	0.83	0.22	0.43	0.06	0.04	0.00	0.01	0.07	0.00	0.00	0.00	0.01
21 New Haven	0.80	0.40	0.05	0.02	0.00	0.11	0.00	0.09	0.00	0.00	0.00	0.13
06 Detroit West	0.79	0.28	0.03	0.03	0.35	0.00	0.00	0.05	0.00	0.00	0.00	0.04
10 Chicago West	0.77	0.33	0.00	0.27	0.06	0.00	0.00	0.04	0.00	0.00	0.00	0.07
20 Camden	0.76	0.26	0.05	0.00	0.21	0.15	0.02	0.01	0.00	0.00	0.00	0.06
10 Chicago North	0.67	0.10	0.00	0.41	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.11
06 Detroit North	0.63	0.16	0.00	0.00	0.37	0.01	0.00	0.03	0.00	0.00	0.00	0.05
20 Trenton	0.59	0.17	0.04	0.00	0.09	0.16	0.04	0.04	0.00	0.00	0.00	0.03
19 Denver South	0.56	0.26	0.02	0.03	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.03
06 Detroit East	0.50	0.26	0.00	0.00	0.17	0.01	0.00	0.01	0.00	0.00	0.00	0.04
06 Detroit South	0.31	0.26	0.00	0.02	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.03
10 Chicago East	0.24	0.02	0.15	0.01	0.00	0.00	0.00	0.02	0.00	0.00	0.00	0.04
06 Detroit Central	0.12	0.07	0.00	0.01	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.03

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