

Design Project Initiation Document

Project Title: Lark One Menthol KS Box	Project Tracking Number: 03-00484
Initiator: PM USA	Revision Number: Original
<u>Reason for Revision:</u>	

Summary Information:

Project Description: As requested by our customer, PMP SA, develop a one milligram "Tar" (ISO), king size menthol cigarette as a line extension for the Lark brand family in Japan. Cigarette should have a menthol delivery which measures higher analytically than current one milligram menthol cigarettes (typically, 1mg menthol cigarettes measure 0.15 – 0.20mg ISO Menthol-in-Smoke). Cigarette is to be packed in square box format. In addition to menthol loading in filler and filter, product will utilize menthol loading on foil. Product is being developed to compete against other one milligram menthol competitive products in the Japan market.

Project Execution: Product will be produced by PM USA for export to PMP SA/PMKK for distribution by PMP SA in the Japan market. Initial organizations impacted by this development initiative are: PD&E, Product Commercialization, Manufacturing, Purchasing and Packaging Services. Other organizations will be determined as project progresses.

Project Timing (Preliminary) Product launch is scheduled in-market April 2004, with initial PM USA factory production tentatively scheduled for January 2004.

Responsibilities

Program Sponsor: Hector Alonso

Program Sponsor:

Project Leader: Cindy Arterbery

Project Initiation Approvals (Program Sponsors):

Signature: _____	Signature: _____
Name: Hector Alonso	Name: _____
Title: VP, PD&T	Title: _____
Date: _____	Date: _____

Project Close Out Approvals (Program Sponsors):

Signature: _____	Signature: _____
Name: _____	Name: _____
Title: _____	Title: _____
Date: _____	Date: _____

Project Status:

☐: Approved for Commercialization

☐: Terminate & Close Out

A signed copy of this DPID is being held by the Project Leader and will transferred to the PD&E Records Coordinator at project close-out.