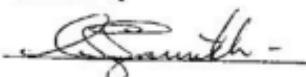


PROJECT INITIATION FORM

PROJECT CODE BD-FF DATE 1/4/90
PROJECT NAME BULL DURHAM Full Flavor King Size Cigarettes
PROJECT LEADER J. F. Anders/J. E. Mann
WORK REQUESTED BY Marketing
PROJECT OBJECTIVE Develop 14-mg "tar" delivery king size cigarette
for generic pricing directed toward young male
smokers. Cigarette dimensions - 85 mm x 24.9 mm
circumference - 20 mm filter - 24 mm tipping.
Offshore tobacco blend with unique flavor formulation.
Cork tipping.
OTHER PERSONNEL
ASSIGNED _____

Approved by



cc: RSS
RDC
PHL
PRC
DRB
Records
Project Leader
Other Personnel Assigned