

For your convenience, we have added a Table of Contents with hyperlinks for those who wish to concentrate on a specific brand and their related brand topics. Once you are finished with a specific topic and wish to go back to the Table of Contents, press CTL & Home.

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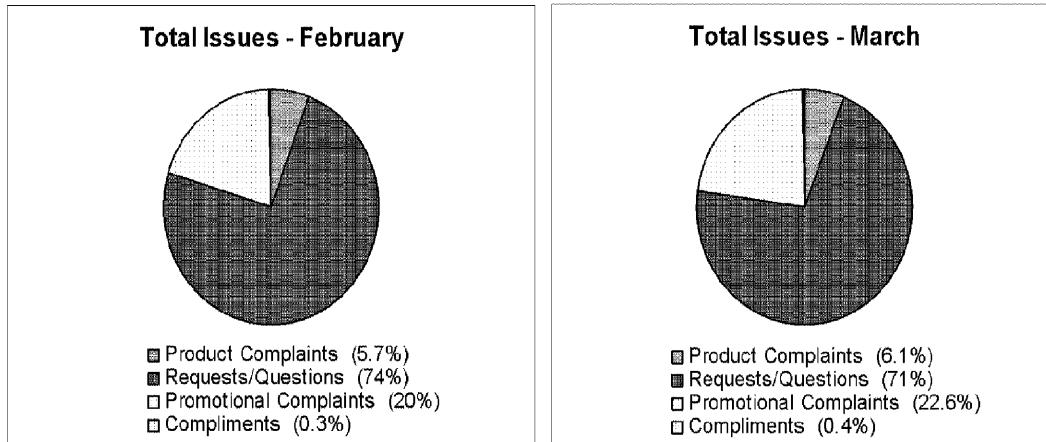
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OVERALL SUMMARY OVERVIEW

As March was a 5 week reporting month, the total overall volume for both phone and e-mail increased from contacts received in February. However, when comparing the variances in week-to-week volume, March was actually down in both phone and e-mail by 4.5% and 10.7% respectively.

March Contact Statistics

	West System Connects	Handled via IVR	Handled via Bellyomy	Handled via YA	Emails / Letters
Camel	53,239	24,507	28,289	443	2,045
Salem	22,806	20,296	2,492	18	482
Winston	8,711	3,632	4,941	138	1,582
Doral	20,948	12,750	7,994	204	1,070
Kool	17,510	8,759	8,699	52	466
Pall Mall	9,801	3,787	6,014	0	125
Other	20,133	17,970	2,163	0	1,051
Total	153,148	91,701	60,592	855	6,821



TOTAL	Jan	Feb	Mar	Y-T-D
Requests/Questions	26,151	31,563	37,015	94,729
Promotional Complaints	12,766	8,532	11,753	33,051
Product Complaints	2,272	2,414	3,165	7,851
Compliments	108	123	184	415

Requests/Questions remain the highest Reason For Contact category. The areas continuing to drive this category are:

- AML Requests
- Coupon Requests
- Catalog Requests

Let us examine the first two categories – AML and Coupon Requests. These areas are driven primarily by our coupon sensitive franchise base. While there are incremental AML to the database each month, CR's findings show that a large portion of these requests are from consumers who are already on the database. Their behavior of contacting us has been created due to the infrequency and reduced coupon mailings. As a result, they feel they have either been dropped from the database or that by requesting to be "added" to the database; this will increase their chances of receiving coupons on a more frequent basis.

Recommendation

In the January 2006 Insights Report, we presented a recommendation to try and address the population of consumers who are specifically voicing their desire to receive coupons on a frequent basis. While this recommendation is presently being reviewed by a portion of the brands, we may want to consider another aspect, which would be centered on our "Welcome Communication" to individuals who are added to the database. We receive new names from a variety of sources, and by modifying or developing a "Welcome Kit" that sets the proper expectations up front (especially pertaining to the frequency and types of coupons that will be generated), we could potentially reduce some of these requests going forward. While, this will not totally eliminate all future contacts, this could certainly help reduce them, and at the same time, foster consumer education.

To the third point, the area of Catalog Requests is not a new phenomenon. Consumers feel we owe them the opportunity to redeem their proofs for merchandise, and to do so with a conventional off-line catalog. CR will be implementing a new process in May to send an off-line catalog for Camel consumers who request a catalog and do not have ready access to a computer/printer. For those consumers contacting us, we think this will be received favorably, and now with Marlboro Miles being discontinued, this could have an even greater positive impact on consumer perception of Camel.

Promotional Complaints, like **Requests/Questions** have a common link, and it is pertaining to coupons. In the complaint aspect, these consumers are more vocal in their disappointment of the infrequency, as well as the values and coupon types they are and/or are not receiving. Again, we realize we will not be able to satisfy 100% of our consumer population, but by taking into consideration the recommendations outlined above, we may be able to mitigate a percentage of the dissatisfaction from this portion of our consumer population.

Product Complaints are small in comparison to the other overall CR Reasons For Contact. However, we are beginning to see modest increases in our Product Complaints. Overall in March, CR noted increases in:

- Dislikes Packaging
- Dislikes Product
- Product Quality – Taste & Rod Related

Those brands affected will be addressed further in this report under the Key Points By Brand. Additionally, as a reminder, Laurel Romans (QA) is an excellent resource in assisting with the Product Quality trends for each brand.

Consumer Learning:

- In this report, we will reflect the **MindBase** segmentations by brand for the current reporting month, as well as show how these segments line up with CR contacts by brand Y-T-D. In looking at total CR contacts across all brands Y-T-D, the following is a snapshot of how the segmentations are netting out in order of ranking:

Sophisticated	20.0%
Devoted	19.8%
Rock Steady	16.6%
Down To Earth	12.2%
Measured Twice	9.3%
At Capacity	9.1%
Expressive	7.3%
Driven	5.7%

- **Advocacy** statistics continue to indicate that a high percentage of consumers (all brands) reflect they would likely be advocates for the brand their CR contact was pertaining. However, we realize that this one question is not a "silver bullet" and should be put into proper perspective. It is understandable that the majority of our consumer contacts are from our franchise base, and they are requesting or complaining and wants their voice to be heard. With that, it is feasible their response to this question could be somewhat biased relative to two aspects:

1. They may not fully understand the full meaning or implication of the question, as a large portion of the respondents follow-up with a response of, "Oh yes, I would recommend *Brand X*, because I always buy it".
2. Or, based on the outcome of what their Reason For Contact was pertaining, their response may be indicative of saying what they feel we want to hear.

Our perspective is that this question needs to be asked in combination with other questions in order to best assess a consumer's potential to be an advocate. Questions that query a consumer's advocacy behavior would need to be included such as:

1. How likely are you to recommend brands to your friends and family?
2. How likely are you to talk about brands on brand websites?
3. Have you ever recommended *Brand X* to other adults who smoke?
4. In the last 30 days, how many other adult smokers have you recommended to try *Brand X*?

In conjunction with CR's practice of asking the current advocacy question, CR is working on developing a process to identify consumers who are natural advocates. We will designate them as CR Brand Champions within the CR system based on their volunteering a propensity to promote their brand without necessarily being asked. This initiative is currently in development with CR Operations and IT, and further details will be available during the 2nd Qtr.

- Lastly, in this report, we will have a section dedicated to the brands' Y-T-D **CSI (Customer Satisfaction Index)** scores. Please note that these scores are only representative of a small portion of consumer contacts. However, based on the primary Reasons For Contact (i.e., Requests & Complaints), consumer sentiment is coming through for all brands in the low scores received for the question: "Do you believe your brand appreciates and rewards your loyalty?"

CR is presently re-evaluating our entire CSI proposition. We are looking at:

- What should be our optimal sample size?
- Are we asking the right questions?
- Advancement in technology to assist in executing our survey.

We have solicited feedback from BIRD as well as outside research consultants and will be finalizing our Business Case during the 2nd Qtr, with a target implementation of our new design during 3rd and/or 4th Qtrs.

CAMEL Statistics/Summary

Camel's March ratio of ASU30 versus AS030 (initial contact by providing their D.O.B. within the IVR):

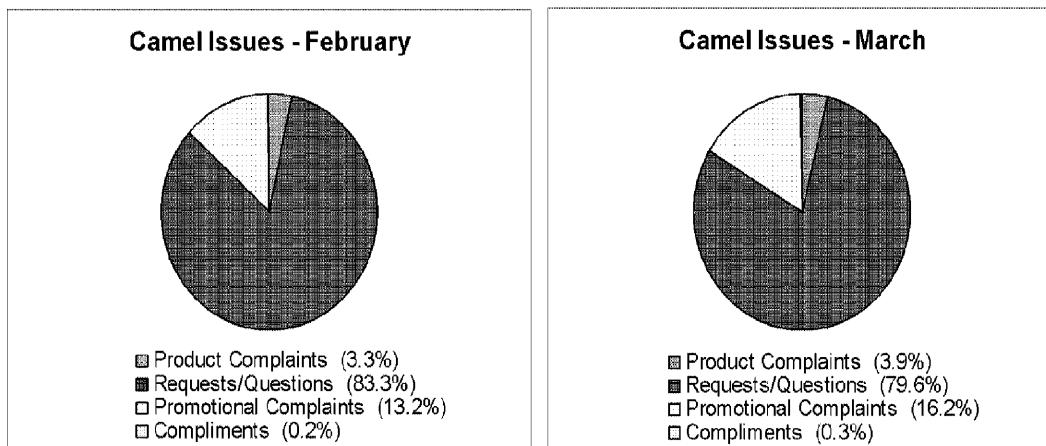
	February		March		Y-T-D	
	ASU30	AS030	ASU30	AS030	ASU30	AS030
IVR	35.7%	64.3%	34.8%	65.2%	33.9%	66.1%

After going through the IVR, the next chart reflects both these demographic profiles with respect to their live agent Reasons for Contact by category:

Category – Live Agent	February		March		Y-T-D	
	ASU30	AS030	ASU30	AS030	ASU30	AS030
Total Requests	29.2%	70.8%	27.1%	72.9%	26.7%	73.3%
Total Promo. Complaints	17.1%	82.9%	16.5%	83.5%	15.3%	84.7%
Total Product Complaints	41.6%	58.4%	41.1%	58.9%	41.2%	58.8%
Total Compliments	36.8%	63.2%	27.7%	72.3%	28.8%	71.2%
OVERALL LIVE AGENT	28.1%	71.9%	26.0%	74.0%	25.4%	74.6%

Top 10 Camel Contact States:

February			March		
Rank	State	%	Rank	State	%
1	OHIO	8.3	1	CALIFORNIA	8.7
2	CALIFORNIA	7.6	2	OHIO	6.9
3	PENNSYLVANIA	6.1	3	TEXAS	4.9
4	ILLINOIS	4.8	4	PENNSYLVANIA	4.8
5	INDIANA	4.6	5	ILLINOIS	4.2
6	MICHIGAN	4.6	6	INDIANA	4.2
7	TEXAS	4.2	7	FLORIDA	4.1
8	FLORIDA	4.0	8	MICHIGAN	4.0
9	NORTH CAROLINA	3.6	9	MISSOURI	3.6
10	MISSOURI	3.4	10	OREGON	3.5
Subtotal		51.3	Subtotal		48.9



CAMEL	Jan	Feb	Mar	Y-T-D
Requests/Questions	10,755	17,761	17,799	46,315
Promotional Complaints	3,107	2,813	3,614	9,534
Product Complaints	603	698	883	2,184
Compliments	38	44	75	157

The total live agent volume for Camel decreased 15.4% during the month of March. The following reflects the top reasons consumers contacted us in March:

- **Product Complaints** increased 1.1% overall in March. Packaging Related Complaints were up 133.3% (34 total complaints in March versus 12 in February). These complaints were driven by the temporary WIDES packaging. We learned that consumers were upset that C-Notes were not placed on these packs. There were also complaints that the design that contained tattoo inspired flowers seemed too feminine. Other Mashed/Damaged Packaging complaints comprised the other packaging issues across all styles. While overall Product Quality contacts were flat, Rod Complaints were up 26.2% (169 in February compared to 263 in March) driven by Torn or Broken cigarette complaints. Filter Complaints and Taste/Dry/Stale remained flat. All of these product quality complaints did not show any significant trends toward any particular style.
- **Request/Questions** were down 19.8%. However, Coupon Requests increased 15.4%. We attribute this increase to the fact that Camel did not mail coupons during the month of March. Order Related inquiries increased 34.3%. Consumers are calling to check the status of Camel Cash orders along with the West Coast Chopper lighter for which they entered codes online. Last month the leading request was Add to Camel Mailing List with 5.5m in February compared to 5.2m in March. Product Questions increased 6.3% (83 total for the month). These Product Questions were primarily general questions about the Tattoo WIDES packs and the recent closure seal on Soft Packs that changed to the blue RJR closure. We have learned that anytime we make a change, even a small one, consumers perceive a change in the blend. Catalog/Offer Requests remained flat.
- **Promotional Complaints** increased 2.8% for the month. The C-Notes Missing complaint increased 250.0% over February (37 in March versus 6 last month). These C-Notes complaints were all WIDES pack related. We have explained to consumers that the Tattoo WIDES packs are specialty packs, and C-Notes are available on regular product. Dislikes Coupon Value complaints increased 25.0% (77 total complaints over 49 in February). Hasn't Received Coupons Recently increased 36.3%. We believe this complaint will decrease in the coming months with more frequent coupon mailings. Camel did not mail during the month of March. Order Related Complaints increased 62.3% during March (211 contacts in February vs. 430 in March). The Order Related contacts in this section are different from the ones in the Request/Question portion, as these consumers are complaining because they claim they have waited the maximum time (10-12 weeks) we ask in order to receive continuity items.
- **Compliments** increased 36.4% over February. We received a total of 75 Compliments in March compared to 44 in February. Likes Promotion contacts increased 150.0%. These increases in Compliments are in large part to the Tattoo WIDES packs. These consumers liked the uniqueness of the packs and the tattoo theme.

During March, CR conducted an exit survey for Camel to measure consumers' number one reason for buying Camel, and then in turn, to see how Camel Cash influences their current purchase behavior. The consumers surveyed contacted CR by calling the Camel pack number. The following outlines the results:

	TOTAL	%
Number of Consumers Surveyed	1,532	
Age		
ASU 30	319	20.8%
ASO 30	1,213	79.2%
Gender		
Male	912	59.5%
Female	618	40.3%
Unknown	2	0.1%
UB		
Camel	1,358	88.6%
Marlboro	70	4.6%
All Other Brands	104	6.8%

Could you tell me the #1 reason you buy Camel cigarettes?

Taste	1,010	65.9%
Longtime Loyalty to Camel	182	11.9%
Other	104	6.8%
Price	97	6.3%
Retail Promotions	49	3.2%
Friends/Family Smoke Camel	46	3.0%
Camel Cash Program	22	1.4%
Recent convert	7	0.5%
Specialty Products	5	0.3%
Camel's Heritage	4	0.3%
Sweepstakes	3	0.2%
Packaging	3	0.2%

Could you tell me if there is another reason you buy Camel cigarettes?

No Other Reason	530	34.6%
Taste	296	19.3%
Other	178	11.6%
Price	151	9.9%
Camel Cash Program	115	7.5%
Longtime Loyalty to Camel	103	6.7%
Retail Promotions	80	5.2%
Friends/Family Smoke Camel	29	1.9%
Packaging	17	1.1%
Specialty Products	12	0.8%
Camel's Heritage	11	0.7%
Recent convert	7	0.5%
Sweepstakes	3	0.2%

How much does the Camel Cash program influence the choice of cigarette brand you buy?

Not at all	544	35.5%
A great deal	359	23.4%
Not very much	232	15.1%
Somewhat	209	13.6%
Slightly	188	12.3%

Tell me again, out of the last 10 cigarette purchases you made, how many were for Camel.

10 of last 10 purchases	1,007	65.7%
9 of last 10 purchases	129	8.4%
8 of last 10 purchases	91	5.9%
5 of last 10 purchases	70	4.6%
7 of last 10 purchases	53	3.5%
6 of last 10 purchases	45	2.9%
4 of last 10 purchases	43	2.8%
2 of last 10 purchases	31	2.0%
3 of last 10 purchases	27	1.8%
1 of last 10 purchases	19	1.2%
0 of last 10 purchases	17	1.1%
No answer/unknown	0	0.0%

If Camel Cash were no longer available, how many of your next 10 purchases would be for Camel.

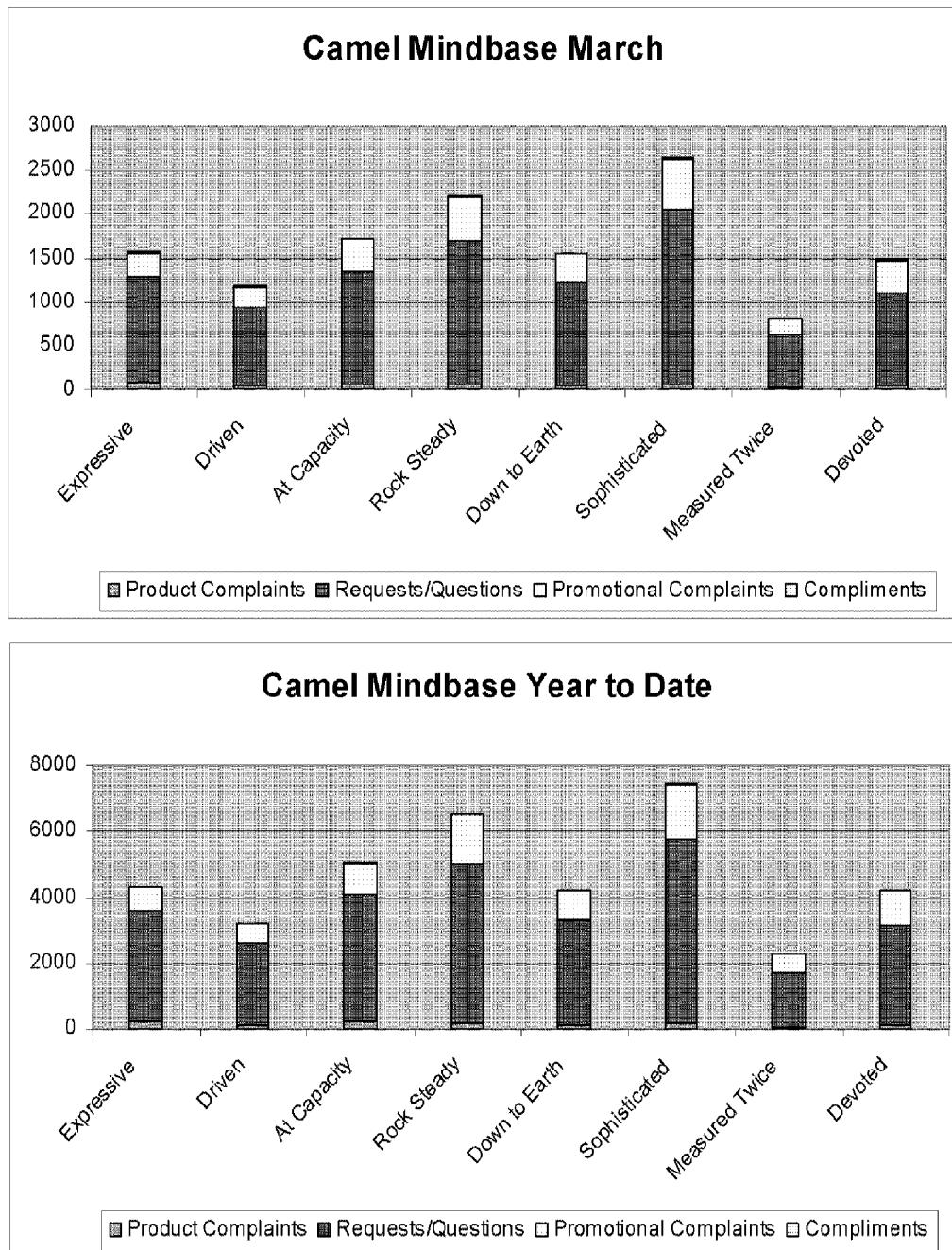
10 out of next 10 purchases	981	64.0%
5 out of next 10 purchases	95	6.2%
9 out of next 10 purchases	90	5.9%
8 out of next 10 purchases	64	4.2%
0 out of next 10 purchases	56	3.7%
4 out of next 10 purchases	47	3.1%
7 out of next 10 purchases	43	2.8%
No answer/unknown	41	2.7%
6 out of next 10 purchases	37	2.4%
3 out of next 10 purchases	29	1.9%
2 out of next 10 purchases	25	1.6%
1 out of next 10 purchases	24	1.6%

If Camel offered a new program that allowed you to earn points that could be redeemed for unique items and experiences where every pack of Camel would have a code that could be entered online or by phone, would you:

Like it a lot	694	45.3%
Like it somewhat	390	25.5%
Neither like nor dislike it	288	18.8%
Dislike it a lot	95	6.2%
Dislike it somewhat	65	4.2%

Camel's Mindbase Segmentation

March CR Mindbase segmentations continue to track in line with the Camel's CR Y-T-D Top 3 segmentations which are: Sophisticated, Rock Steady, and At Capacity.



Camel's Advocacy Question Results

"On a scale from 0-10, with 10 being the highest and 0 the lowest, how likely would you be to recommend Camel to another adult smoker?"

	Jan	Feb	Mar	YTD	
Advocacy Totals:	20,095	28,441	31,581	80,117	
Camel	7,558	14,896	15,040	37,494	46.8%
0 - Not Likely	298	513	498	1,309	3.5%
1	13	36	37	86	0.2%
2	17	29	22	68	0.2%
3	22	28	34	84	0.2%
4	25	43	53	121	0.3%
5 – Neutral	276	542	548	1,366	3.6%
6	117	257	247	621	1.7%
7	273	646	616	1,535	4.1%
8	635	1,583	1,388	3,606	9.6%
9	486	1,111	1,098	2,695	7.2%
10 – Extremely Likely	5,281	10,108	10,499	25,888	69.0%

Camel's Consumer Comments

"I've not been sent any coupons in some time from Camel. Am I still on your list? I will switch to another brand if I don't get more coupons."

"I'd like to get a higher value of coupons in the mail. My friends on the Camel list get better coupons than I do."

"Please send some coupons to me. I get mailings from Marlboro and other brands but get nothing from my own Camel brand."

"These coupons I get from other brands look better all the time. They are a good reason to switch."

"I've asked many times to please send my coupons for cartons only, that's all I smoke and you always send me coupons for packs."

"How often do you send coupons? I've asked for them several times and been told I'm on the mailing list but I never get any."

"All my friends get Camel coupons in the mail. I'm the one that signed them up and I don't get anything. It's embarrassing."

"I have bought Camel by the carton for years, I smoke a lot so that's the best deal for me. You always send coupons for packs and that does not help me. Please send me carton coupons only."

"I have not been sent any coupons in months. If you don't send me any incentives to smoke Camel I will smoke the brands that do send me coupons and offers".

"Marlboro gives me coupons every month. I would prefer to buy and smoke Camel. Please send me coupons."

"I don't think Camel appreciates my business because I never get any coupons. I love Camel and want to keep smoking them but the prices are high and I could use a break."

"I have hundreds of C-Notes saved up and want to use them. I can't get on online so should I throw all these hundreds of C-Notes away?"

"Marlboro has a cool catalog offer for items. I look at their catalog and wish I'd been saving Miles for all these years. Will Camel ever honor all the C-Notes that smokers have been saving?"

"I don't have a computer and love the Camel Cash offer. I'd like a way to take part in the offers. It seems a bit unfair that only those with computers can participate."

"My friends tell me about the items you have online. I know that some people don't like them but from a person that can't order anything because I don't have a computer, I'd be happy with anything. Camel is then best and wish you offered these items to all smokers."

"Please offer a catalog through the mail. I have so many C-Notes I have saved."

"I might as well stop smoking Camel because I mean nothing to them since I don't have a computer. I think it's unfair for you to not offer anything to the rest of us."

"My brother smokes Marlboro and he brags about his smokes and the catalog he gets. I've smoked Camel for ten years and I'd like to use these C-Notes to get items."

"Why do you not have catalogs through the mail anymore? Not everyone has, or wants, a computer."

"Stop excluding loyal smokers that don't have computers by not offering any way for us to take part on Camel Cash."

"I think Camel should have some way for smokers to use the C-Notes they have saved for so long. I miss the days of Joe and I know we can't get Joe stuff anymore but there are cool stuff my friend gets on your site. I don't have a computer. He offers me to use his but it's the principle."

"These Wides are stupid looking. I always smoked Wides because they were different and now they look feminine."

"I save C-Notes but the Wides packs with flowers don't have them."

"I think these Wides packs look ridiculous. I get they are like tattoos but they look like a girl and on top of that there is no C-Note."

"These tattoo packs are a good way to get me to stop smoking Wides."

"I hate the new Wides pack, is this always going to be this way?"

"I hope these Wides packs are not going to be around long. I liked carrying them because they were more masculine but with flowers on them I'd rather carry a Marlboro."

"Why is there no C-Note on these tattoo cigarettes?"

"I think you owe me C-Notes from the Wides packs I bought that did not have them."

"I don't like the Wides packs, does not look very masculine. And what's up with no C-Notes?"

"I think the Wides packs are beautiful, what a great idea. I've gone into the store and asked for those in particular."

"I love the Wides tattoo packs. I did not get the tattoo theme and still liked them."

"Please offer these Wides in this packaging all the time. Makes them very different from anything out there."

"Will these Wides packs be available from now on? They're cool."

"I've shown all my friends these Wides packs. We love them."

"Everyone at my work smokes Wides. I was the first to show the tattoo packs."

"These tattoo packs are simply beautiful and I love them, please make them permanent."

"What a great idea, I love the new Wides packs."

"How long will these Wides packs be on the market? I love them!"

KOOL Statistics/Summary

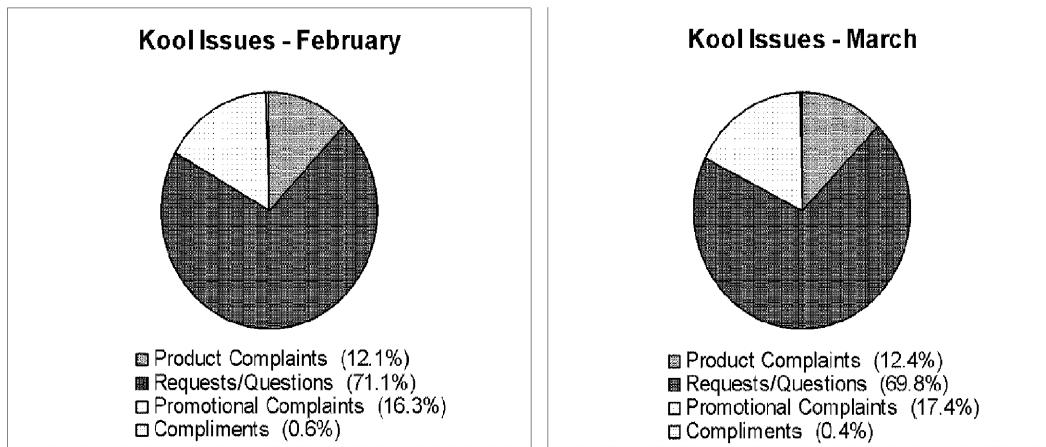
	February		March		Y-T-D	
	ASU30	AS030	ASU30	AS030	ASU30	AS030
IVR	27.7%	72.3%	24.7%	75.3%	22.9%	77.1%

After going through the IVR, the next chart reflects both these demographic profiles with respect to their live agent Reasons for Contact by category:

Category – Live Agent	February		March		Y-T-D	
	ASU30	AS030	ASU30	AS030	ASU30	AS030
Total Requests	14.6%	85.4%	12.9%	87.1%	12.0%	88.0%
Total Promo. Complaints	7.4%	92.6%	8.2%	91.8%	6.8%	93.2%
Total Product Complaints	19.5%	80.5%	19.1%	80.9%	20.0%	80.0%
Total Compliments	37.5%	62.5%	33.3%	66.7%	27.7%	72.3%
OVERALL LIVE AGENT	14.2%	85.8%	13.0%	87.0%	12.2%	87.8%

Top 10 Kool Contact States:

February			March		
Rank	State	%	Rank	State	%
1	ILLINOIS	7.3	1	ILLINOIS	7.9
2	TEXAS	7.1	2	OHIO	6.7
3	OHIO	6.4	3	TEXAS	6.5
4	MICHIGAN	6.2	4	MICHIGAN	6.1
5	MISSOURI	5.7	5	MISSOURI	5.8
6	PENNSYLVANIA	5.5	6	PENNSYLVANIA	5.7
7	LOUISIANA	4.9	7	LOUISIANA	4.6
8	FLORIDA	4.2	8	FLORIDA	3.8
9	TENNESSEE	3.9	9	INDIANA	3.7
10	INDIANA	3.3	10	TENNESSEE	3.6
Subtotal		54.5	Subtotal		54.6



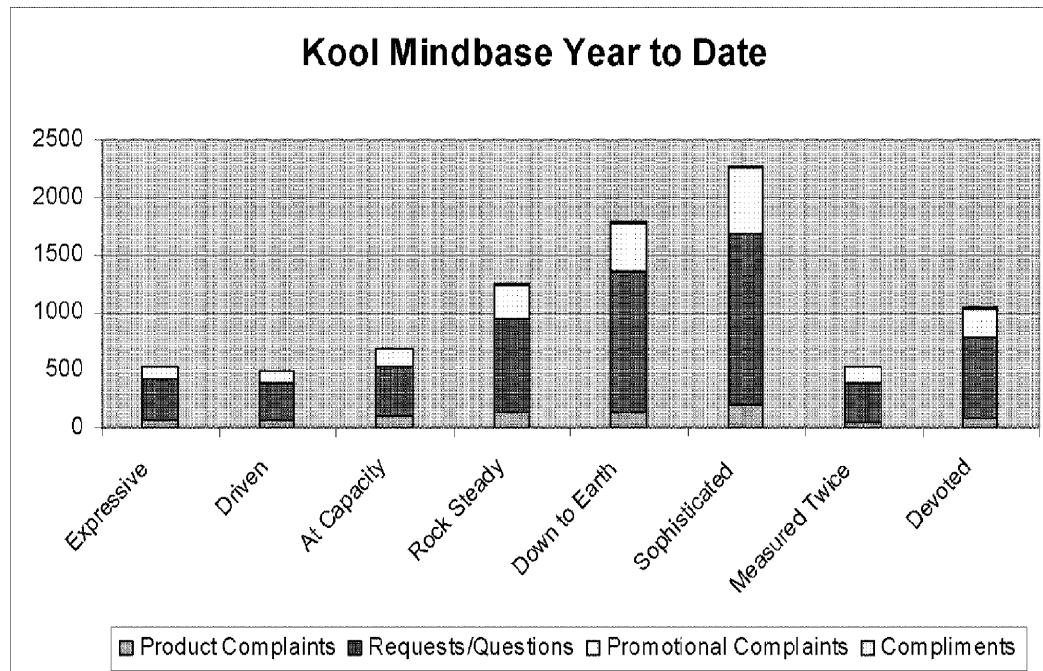
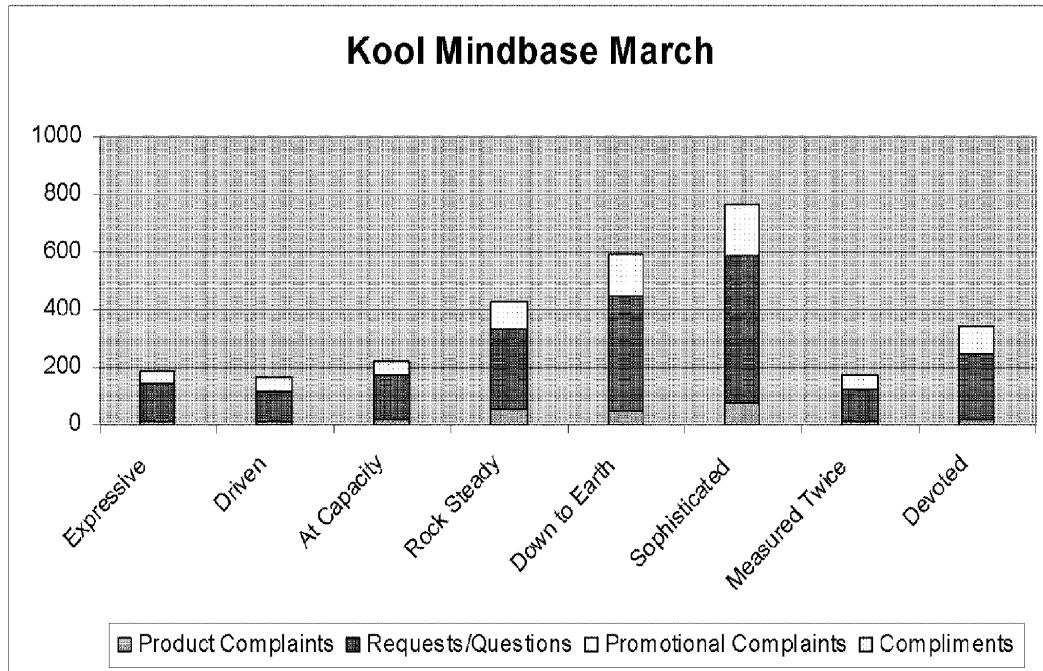
KOOL	Jan	Feb	Mar	Y-T-D
Requests/Questions	2,995	2,933	3,847	9,775
Promotional Complaints	904	672	961	2,537
Product Complaints	506	499	682	1,687
Compliments	19	24	21	64

Kool's overall call volume increased 7.1% during the month of March (5,806 in March versus 4,335 in February).

- **Total Product Complaints** increased 8.8% (682 in March compared to 499 in February). Dislikes Product complaints increased 46.7%. The Kool Lights Soft pack style and its change to a white filter from cork drove these contacts. These consumers feel strongly that the taste has changed. Product Quality complaints rose 2.8%. Taste and Rod complaints drove the increase in Product Quality contacts. Taste issues were up 6.1% and were pertaining primarily to Taste/Dry/Stale related. Rod complaints increased 5.7% due to Torn/Broken cigarette complaints. Both of these product quality issues appear to be spread across the brand family with no particular style trend. On a positive note, Dislikes Packaging, along with Filter and Packaging Product Quality issues either remained flat or decreased in the number of complaints.
- **Requests/Questions** increased 4.9%. Catalog/Offer requests increased 15.9% (802 in March vs. 553 in February). Kool consumers continue to ask for Rewards Booklets or any offers for using UPC's. Coupon Requests increased 61.8%. We anticipate these requests will decline as regular coupon mailings are sent to both ASO30 and ASU30 consumers. There were 1.8m live rep requests for Add to Kool Mailing List. There was a 9.3% increase in Promotional Questions fielded by live reps in March. These questions were general questions related to the Vote-A-Pack and retail buy-some offers. Website/E-mail related questions decreased 14.3%. Although there was a decline in these Website related contacts, consumers are contacting us with questions related to the Kool site navigation and PID/Password requests.
- Overall **Promotional Complaints** were up 14.3% (672 in February to 961 in March). Hasn't Received Coupons Recently increased 50.7% (503 last month over 267 in February). Related to Coupon Complaints, there was an increase in Dislikes Coupon Type-Cartons Only (18 in March compared to 4 in February). These are consumers who indicate they only purchase their cigarettes by the carton and we constantly send them coupons good for pack purchases. There was a 50% increase in the "Retailer Behavior" complaint. This resulted in a total of 140 contacts to live reps versus 80 in February. These contacts continue to be from Kool consumers who feel the retailer is raising the pack price on promotional offers.

Kool's Mindbase Segmentation

March CR Mindbase segmentations continue to track in line with the Kool's CR Y-T-D Top 3 segmentations which are: Sophisticated, Down To Earth, and Rock Steady.



Kool's Advocacy Question Results

"On a scale from 0-10, with 10 being the highest and 0 the lowest, how likely would you be to recommend Kool to another adult smoker?"

	Jan	Feb	Mar	YTD	
Advocacy Totals	20,095	28,441	31,581	80,117	
Kool	2,237	3,018	3,850	9,105	11.4%
0 - Not Likely	116	181	225	522	5.7%
1	5	11	16	32	0.4%
2	7	13	13	33	0.4%
3	11	11	12	34	0.4%
4	8	12	21	41	0.5%
5 – Neutral	82	113	140	335	3.7%
6	30	46	53	129	1.4%
7	55	80	96	231	2.5%
8	135	209	259	603	6.6%
9	131	176	215	522	5.7%
10 – Extremely Likely	1,620	2,166	2,800	6,586	72.3%

Kool's Consumer Comments

"I've been saving Kool UPC's for years and I'd like a Rewards Booklet. Since RJR took over Kools there has not been anything for loyal smokers to use their UPC's."

"Will Kool ever have a catalog for these UPC's? I have a drawer full of these and am getting tired of saving them if you are not going to offer anything."

"What are loyal Kool smokers supposed to do with all these UPC's we've saved for so long? My sister and I have smoked Kool for years and we'd like a Rewards Book or something."

"Newport and Marlboro send me offers all the time. I may throw all these UPC's away and start saving stuff off other packs."

"I think you should have an offer for your smokers that can be sent through the mail."

"I know you had the codes thing last year but I can't get online and don't think it's fair. I want a Rewards Booklet."

"I have friends that get nice gifts for their UPC's from other cigarettes. I would like for Kool to do the same again."

"Should I throw all these UPC's out? I have hundreds and hundreds of them I've saved for three years."

"Kool does not even have anything online to order items with UPC's. I liked the Loft but that is closed and that was for codes. How about something with the UPC's."

"I will switch to another brand if Kool does not offer a catalog or Rewards Book for loyal smokers."

"It has been a long time since I got any Kool coupons. Please send more frequently."

"My friends smoke Newport and they get coupons every other week. I also got some coupons from Newport. I don't want to smoke Newport, I want to keep smoking Kool but I may have to change if you are not going to send more coupons."

"I only buy cartons of cigarettes and you always send me pack coupons. Please send carton coupons."

"I have not gotten coupons from Kool in months."

"I used to get coupon mailings all the time but nothing in some time. Coupons help because costs for cigarettes are too high."

"I appreciate coupons but I only get pack coupons from you in the mail. I buy mine by the cartons, could I get carton coupons instead?"

"I would like more coupons sent to me. I never get as many as my friends do and they always get coupons worth more than I do. My friends say Kool likes them better, perhaps it's true."

"I want to vote for the packs but I can't find them on the website. You should make it easier to vote. I like #2."

"Will these Designer Packs be in stores?"

"I can't vote on your site for the packs. It's hard to get the drop-down to work."

"I think the Circle K is charging more for the BIGIF offer. I pay more when a single pack is lower."

"The store says you raise the price on BIGIF offers. Is that true? I don't think that is fair."

"The BIGIF offers are very misleading to consumers. If a pack is free, it should be free and the other pack should cost the regular price."

"I don't think your BIGIF offers are fair to consumers. I always am charged for the extra pack."

"I think the BIGIF offers are false advertising. You make people think it's a deal but these deals are more expensive."

"I think you should know that stores are charging more for BIGIF offers. I guess the store thinks they will lose out so they charge us more. You should look into that."

"I always look for BIGIF deals in the stores but they are always sold out. Recently, I found a BIGIF offer on Kings but the store charges me \$2.00 more than regular. Is this normal?"

"I think the Milds are the best cigarette on the market."

"I love Kools, they are my only cigarette."

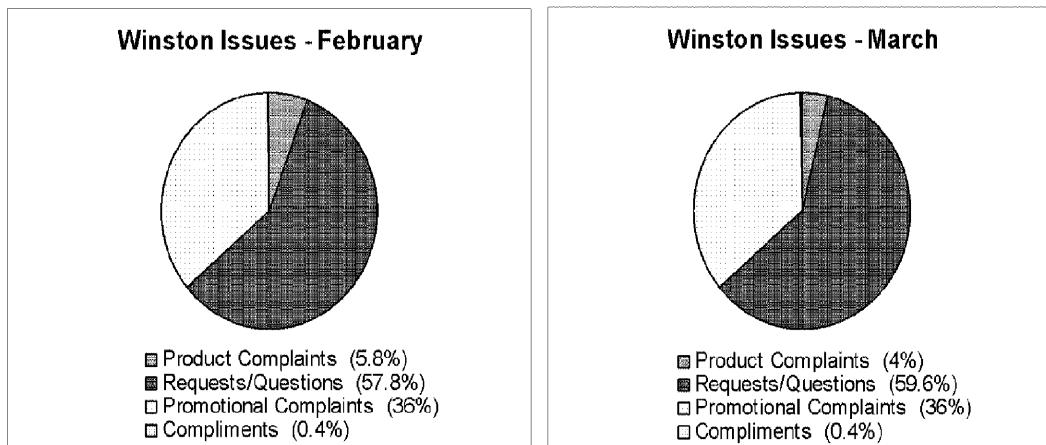
"Kools have the best cigarette and packaging."

"I just tried Kools, I've always smoked Newport. Kool is the smoothest smoke I've ever tried."

"Don't ever stop making Kool Milds, they are the best!"

WINSTON Statistics/Summary

February			March		
Rank	State	%	Rank	State	%
1	FLORIDA	8.9	1	FLORIDA	9.3
2	NORTH CAROLINA	6.8	2	OHIO	7.5
3	OHIO	6.8	3	TEXAS	5.6
4	TEXAS	5.6	4	NORTH CAROLINA	5.4
5	CALIFORNIA	4.9	5	PENNSYLVANIA	5.3
6	TENNESSEE	4.6	6	TENNESSEE	5.0
7	GEORGIA	4.5	7	GEORGIA	4.1
8	PENNSYLVANIA	4.4	8	KENTUCKY	4.1
9	ILLINOIS	4.3	9	MICHIGAN	4.0
10	KENTUCKY	4.2	10	CALIFORNIA	3.9
Subtotal		54.8	Subtotal		54.2



WINSTON	Jan	Feb	Mar	Y-T-D
Requests/Questions	2,782	2,332	3,752	8,866
Promotional Complaints	4,312	1,455	2,268	8,035
Product Complaints	213	233	250	696
Compliments	10	17	25	52

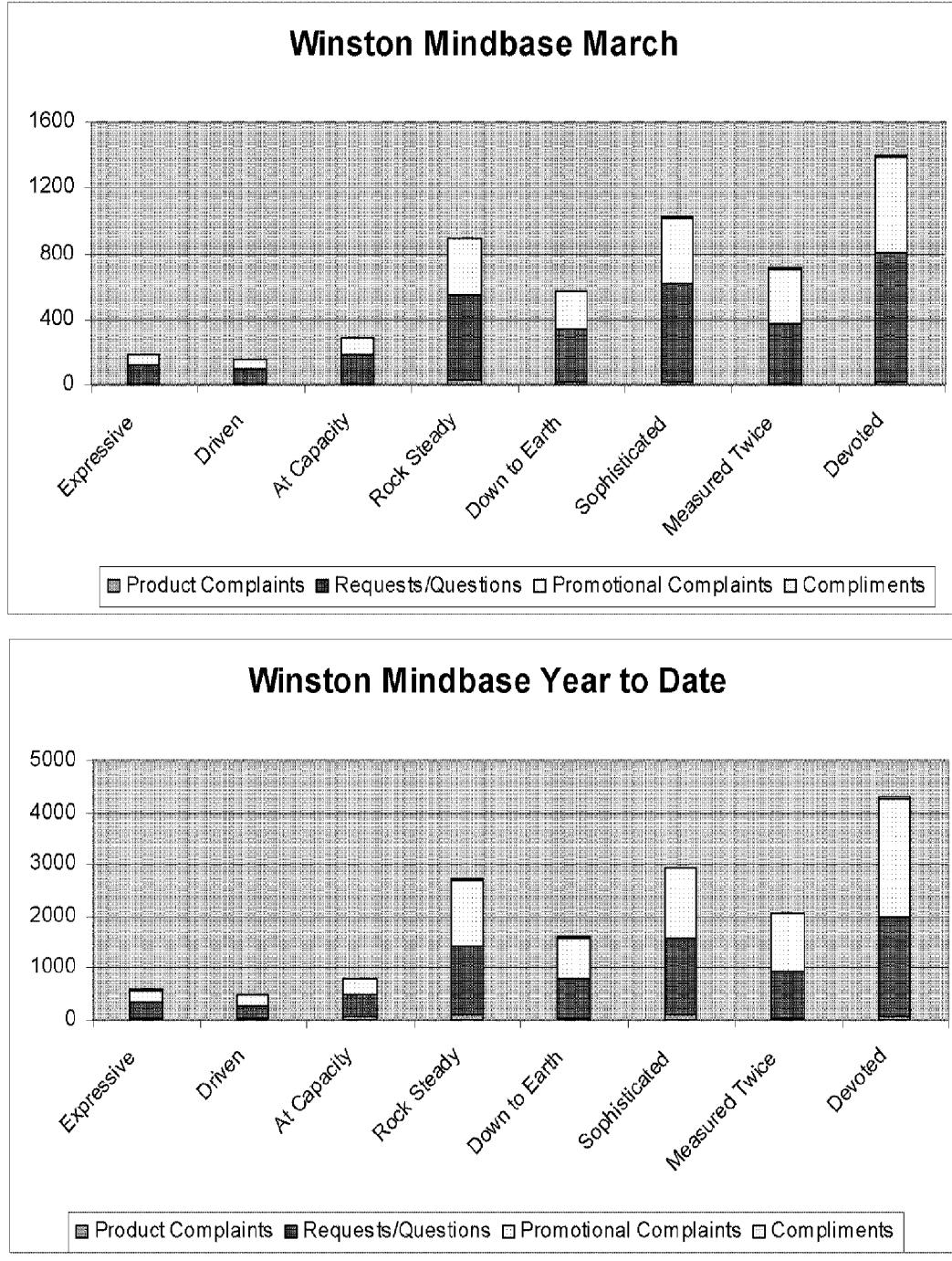
Total contacts for Winston increased in March by 24.7% mainly driven by complaints regarding Coupon Value and Coupon Type. Consumers prefer pack coupons but are receiving carton coupons. In addition, there was some confusion regarding the creative on the coupons which pictured a box pack of Winston Lights.

Consumers, and some retailers thought that the coupons were only good for that specific brand style. Below is a breakdown of other notable drivers as well as the areas which reflected decreases:

- **Product Complaints** decreased by 13.8% across all categories.
- **Requests/Questions** increased by 28.6%. Catalog Requests increased by 25.3% and Coupon Requests were up 33.3%. Promotional Questions rose 62.6% with consumers asking: how to play the new poker tournament; enter the sweeps, as well as how to sign-up teams for the tournament. Additionally, there were also questions regarding the recent DM relative to the Winston Lights Box creative on the coupons and whether the coupons were good for all styles. Web/Email Requests were up as well, by 43.6%, with the majority pertaining to PID/Password Requests.
- **Promotional Complaints** increased by 24.7%. Dislikes Coupon Value was up by 23.9% and Dislikes Coupon Type – Cartons Only rose 166.7%. Dislikes Promotion was up by 60% as well, again due to the Winston Lights Box creative featured on the recent DM coupons. Another issue driving the Dislikes Promotion Complaint was consumers who do not have a computer. Web/Email Complaints increased by 69% due to consumer issues accessing the Poker and Goods sections of the site.

Winston's Mindbase Segmentation

March CR Mindbase segmentations continue to track in line with the Winston's CR Y-T-D Top 3 segmentations which are: Devoted, Sophisticated, and Rock Steady.



Winston's Advocacy Question Results

"On a scale from 0-10, with 10 being the highest and 0 the lowest, how likely would you be to recommend Winston to another adult smoker?"

	Jan	Feb	Mar	YTD	
Advocacy Totals	20,095	28,441	31,581	80,117	
Winston	3,675	2,497	3,716	9,888	12.3%
0 - Not Likely	150	115	173	438	4.4%
1	10	6	6	22	0.2%
2	3	4	12	19	0.2%
3	6	14	3	23	0.2%
4	8	5	7	20	0.2%
5 – Neutral	77	78	106	261	2.6%
6	30	28	37	95	1.0%
7	58	71	80	209	2.1%
8	157	126	247	530	5.4%
9	171	114	173	458	4.6%
10 - Extremely Likely	2,956	1,936	2,872	7,764	78.5%

Winston's Consumer Comments

"I can only afford to buy my cigarettes by the pack and I can't use the carton coupons you send to me. Can I get coupons for packs?"

"Coupons! First \$5.00, then \$4.00, then \$3.00, and finally \$2.00? With costs rising why can't the consumer get a break?! Politics, period! This cost is a joke and our esteemed government is responsible. Thanks for the opportunity to be heard. I will switch to USA Brand, just to save a few bucks."

"I've always enjoyed Winston's, however Basic has been sending me coupons for \$4.00 off a carton. Winston has dropped from \$3-\$4 off per carton to \$2.00 off. I'm on Social Security and need to save money. Naturally I'm smoking Basic but would switch back to Winston in a second if I had a \$3-\$4 off coupon."

"Why do some people get better coupons than the people who have been with your brand for years? I have seen a lot of this in my town and would like to know how I can get the same savings. As cigarettes get higher in price I may have to change brands or quit if this can not happen."

"The coupons you sent me have a picture of Winston Lights on them and I don't smoke Lights, I smoke regulars."

"I haven't been receiving coupons as frequently as I used to so I'm going to have to switch to Marlboro."

"I received my mailing but it did not have coupons in it."

"For some reason when I click on Winston goods it won't come up. I need to get an order form. Is there another way to get one?"

"I cannot get into the poker game. I was playing last night and now I can't get back in."

"I know that you have new items for UPC's on your website but I don't have a computer or access to one. Do you have a paper catalog with the items that you could send to me?"

"I received coupons for Winston Lights but I don't smoke those. Can I get coupons good for my style?"

"Do I still need to send \$3 for shipping and handling if I'm going to get a coupon instead of an actual carton?"

"Can I order more than one carton of Winston with my UPC's?"

"Can I use my bonus UPC's from last year to order the new items?"

"What part of the pack do I save to send in?"

"Can I use the carton UPC as well?"

"Thank you for the coupons. Every little bit helps."

"Thank you for the lighter you sent to me. It was very nice."

"I love the flavor of Winston cigarettes."

"I bought 2 packs of Winston and the filters are falling off."

"In the last 4 cartons I bought the box lids don't close because there's not enough glue."

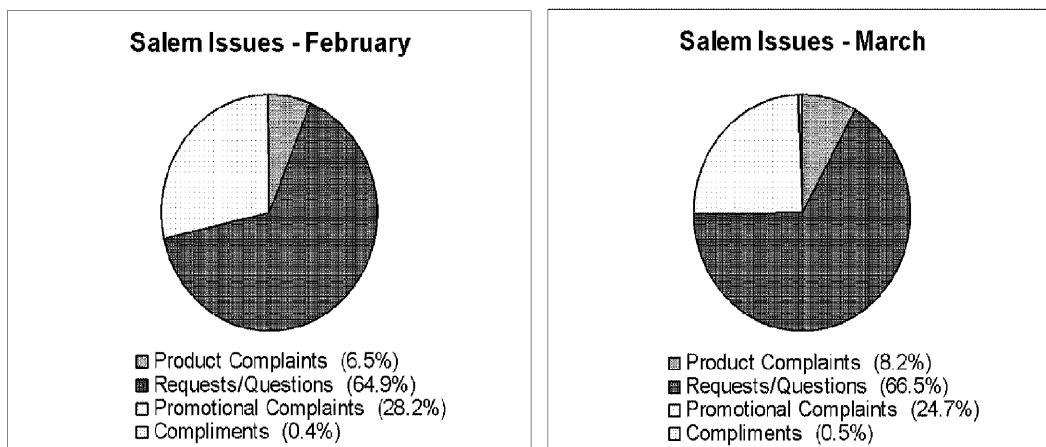
"My cigarettes did not have much tobacco in them and burned too fast."

"I bought 3 packs and they were very dry."

SALEM Statistics/Summary

Salem's Top 10 contact states.

February			March		
Rank	State	%	Rank	State	%
1	CALIFORNIA	8.2	1	CALIFORNIA	8.6
2	PENNSYLVANIA	7.1	2	PENNSYLVANIA	7.8
3	ILLINOIS	6.7	3	FLORIDA	6.9
4	OHIO	6.3	4	ILLINOIS	6.4
5	FLORIDA	6.2	5	OHIO	5.9
6	NORTH CAROLINA	6.1	6	NORTH CAROLINA	5.6
7	TEXAS	5.3	7	TEXAS	5.3
8	MICHIGAN	4.6	8	NEW YORK	4.7
9	NEW YORK	4.3	9	MICHIGAN	4.3
10	GEORGIA	3.3	10	VIRGINIA	3.5
Subtotal		58.2	Subtotal		59.1



SALEM	Jan	Feb	Mar	Y-T-D
Requests/Questions	1,601	1,258	1,466	4,325
Promotional Complaints	1,124	546	545	2,215
Product Complaints	101	127	181	409
Compliments	9	8	11	28

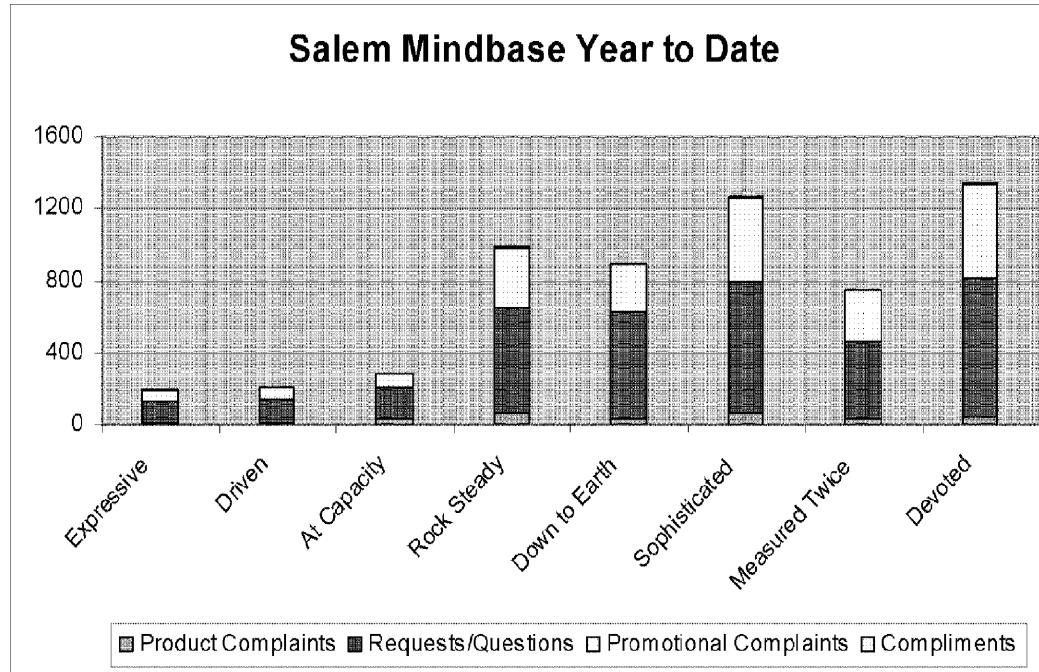
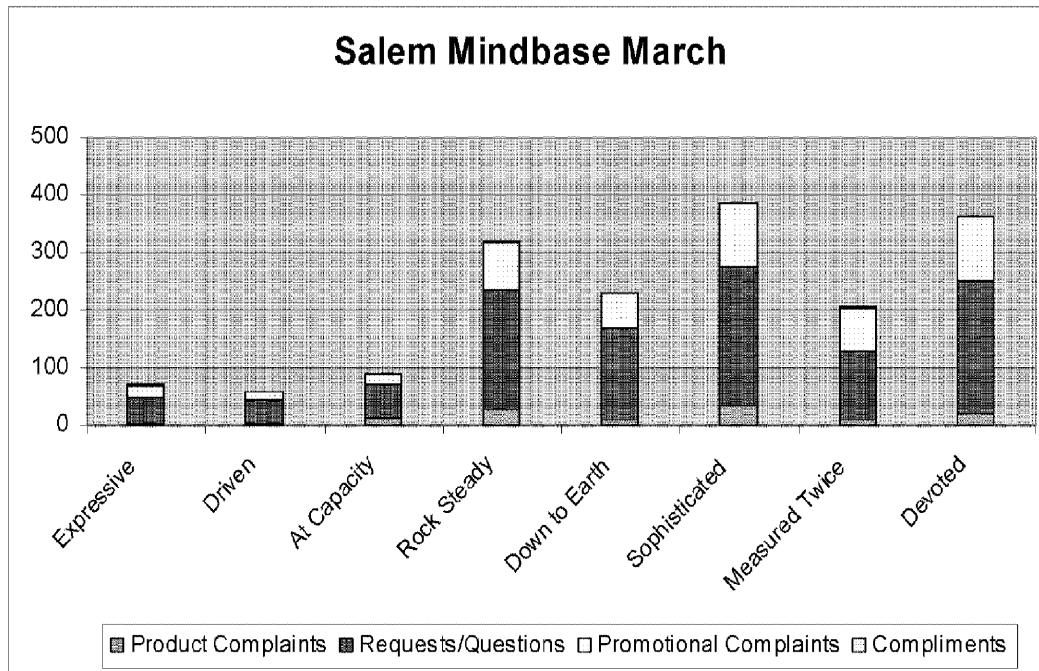
Salem contacts continued to decrease in March, down by 8.6%. All categories experienced declines with the exception of Product Complaints, with the following recap:

- **Product Complaints** rose 12.5% attributed to Product Quality Complaints in the categories of Taste (up 26.7%) and Rod (up 40%). Taste complaints were mainly Dry/Stale issues across all brand styles. The majority of Rod complaints were with the Green Label FF & LT 100 & 85 styles.
- **Requests/Questions** were down by 7% across all categories with the exception of Update Mailing List Information which was up by 42.9%. The increases noted for updated Mailing List was a direct result in the recent DM piece which encourages consumers to keep their "profile" information up-to-date. Salem consumers continue to respond positively to this "call-to-action".
- **Promotional Complaints** decreased by 20.4% across all categories except for:
 - Dislikes Coupon Value – Cartons Only (up 200%) – Consumers prefer pack coupons but are receiving coupons for cartons.
 - Dislikes Promotion (up 35.3%) – Consumers were upset that there are no items for UPC's. Additionally, the March DM got in-home prior to the Lifestyle Makeover sweepstakes going live on the website and consumers were unable to locate the area where they could enter this sweepstakes.

- Web/Email Complaints (up 10%) – As a result in Technical issues, not with our website but rather with the consumers' computers.

Salem's Mindbase Segmentation

March CR Mindbase segmentations shifted slightly from Salem's Y-T-D Top 3 segmentations in that Sophisticated was ranked as the #1 segmentation, followed by Devoted and then Rock Steady. Y-T-D, Salem's segmentation ranks Devoted at #1, followed by Sophisticated and then Rock Steady.



Salem's Advocacy Question Results

"On a scale from 0-10, with 10 being the highest and 0 the lowest, how likely would you be to recommend Salem to another adult smoker?"

	Jan	Feb	Mar	YTD	
Advocacy Totals	20,095	28,441	31,581	80,117	
Salem	1,591	1,346	1,447	4,384	5.5%
0 - Not Likely	75	73	84	232	5.3%
1	4	3	4	11	0.3%
2	1	2	3	6	0.1%
3	3	6	3	12	0.3%
4	3	2	6	11	0.3%
5 – Neutral	32	37	59	128	2.9%
6	13	12	13	38	0.9%
7	34	32	26	92	2.1%
8	96	82	72	250	5.7%
9	87	80	63	230	5.2%
10 - Extremely Likely	1,220	1,017	1,114	3,351	76.4%

Salem's Consumer Comments:

"I always fill out the cards stating that I only purchase packs. I can not afford cartons. The carton coupons you send me are useless."

"All my friends get \$4 coupons and I never get more than \$2. I really don't want to switch but I will if I can't get better coupons."

"My mailing did not have coupons but my friends' did."

BB Posting: "I too am having trouble in finding the place to enter the Salem Lifestyle Makeover sweepstakes. Where is it? I guess I will be able to find it after it is over and I know who the winner is."

BB Posting: "Like most of you, I have been saving UPC's for some time. And like all of you, by the time I find out there's a catalog of gifts, they're gone! Save your UPC's, but to register your complaint - let's all buy ANY OTHER brand, until Salem finally has a reward program, with enough TIME AND GIFTS, so we can cash in our UPC's."

"When are you going to offer new items for UPC's? It's been months."

"Could you please send coupons? It's been a while since I got any."

"How do you enter the Lifestyle Makeover Sweepstakes? I got a mailing and went to the website but can't find it."

"I need my challenge answer and PID and password so that I can enter the sweepstakes."

"I am very appreciative of the birthday mailer Salem sent me. I like what Salem does for their smokers. I will continue to be loyal to Salem. Happy birthday, Salem!"

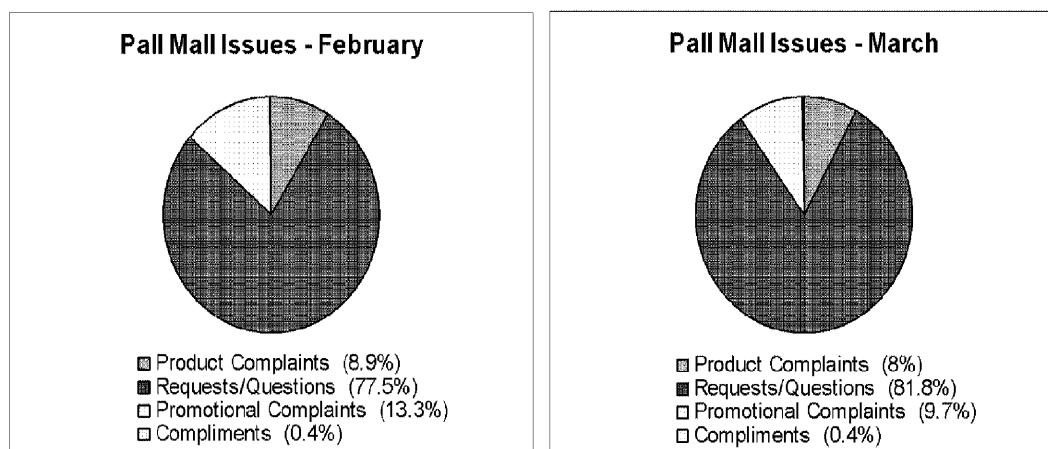
"I bought a carton of Black Label Lights and they were stale. Where can I find fresh product? Every pack I buy lately is stale."

"I purchased 2 cartons and all the cigarettes had puncture holes in them. Also some of the cigarettes only had half the tobacco in them."

PALL MALL Statistics/Summary

Pall Mall's Top 10 contact states.

February			March		
Rank	State	%	Rank	State	%
1	OHIO	9.8	1	OHIO	8.1
2	PENNSYLVANIA	6.6	2	ILLINOIS	5.8
3	ILLINOIS	5.9	3	PENNSYLVANIA	5.7
4	INDIANA	5.7	4	MISSOURI	5.2
5	MISSOURI	4.9	5	TEXAS	4.9
6	CALIFORNIA	4.8	6	CALIFORNIA	4.6
7	MICHIGAN	4.3	7	FLORIDA	4.5
8	WISCONSIN	4.1	8	INDIANA	4.3
9	MINNESOTA	3.8	9	MICHIGAN	4.1
10	FLORIDA	3.5	10	TENNESSEE	4.0
Subtotal		53.6			51.3



PALL MALL	Jan	Feb	Mar	Y-T-D
Requests/Questions	2,854	2,518	4,172	9,544
Promotional Complaints	540	431	497	1,468
Product Complaints	260	288	410	958
Compliments	13	12	19	44

Total live agent contacts for Pall Mall increased in March by 25.2%. The primary driver for this increase was a result of the Viceroy to Pall Mall migration initiative. We netted out with the following results:

- Overall Product Complaints were up 13.9%, with Product Quality Complaints up 11.4%. Filter related contacts increased for the third straight month, reflecting a 27.8% increase for March. "Filter Falling Off / Loosely Attached" continues to be the major filter related complaint with FF 100s and LTS 100s box styles carrying the most complaints. The new packaging, which began to show up at retail mid March, did not result with any increase to "Dislikes Packaging" complaints.
- Requests/Questions were up 32.4%. This increase can be attributed to requests for the Pall Mall Free Carton Offer announced in the Florida and Texas Viceroy Delist Pack Insert. Consumers contacting CR regarding the Viceroy delist have expressed more disappointment rather than anger, and we have found they appreciate the fact that the company notified them that their cigarette brand of choice will no longer be available. Also, consumers have indicated that the Free Carton Offer is a great incentive to try a different brand. Viceroy consumers who have not received any sort of brand communication in the past appear to welcome the opportunity to be added to the mail list of a brand that offers periodic mailings. The Viceroy Migration contacts during the month of March resulted with:

- 2,050 requests for the Pall Mall Free Carton Offer
- Of these 2m requests, 1.8m consumers were verified and certified. A large portion of these consumers are new additions to the database.
- CR received 38 questions and 144 complaints regarding the delisting/migration initiative.
- Promotional Complaints decreased 8.3%. All Promotional Complaint categories reflected a decrease or remained flat relative to contact volume. However, the primary promotional complaint continues to be "Hasn't Received Coupons Recently" with 342 complaints for the month. This amount reflects 69% of the total volume for Pall Mall Promotional Complaints.

In mid March we began conducting a Pall Mall Advocacy Exit Survey in an effort to gain insight as to why consumers would or would not likely be advocates of Pall Mall. The consumers surveyed contacted CR by calling the SLOWBURN pack number. The following outlines the results for the March reporting period.

	TOTAL	%
Number of Consumers Surveyed	836	
Age		
21-24	13	1.6%
25-34	52	6.2%
35-49	233	27.9%
50+	538	64.4%
Gender		
Male	445	53.2%
Female	391	46.8%
Unknown	0	0.0%
UB		
Pall Mall	614	73.4%
Marlboro	28	3.3%
Basic	5	0.6%
All Other Brands	185	22.1%

****CR DO NOT READ** HAS THIS PERSON INDICATED THEY WERE MORE LIKELY TO BE AN ADVOCATE FOR PALL MALL?**

YES (CHOSE EITHER 5-10 ON THE ADVOCATE RATING SCALE)	765	91.5%
NO (CHOSE EITHER 0-4 ON THE ADVOCATE RATING SCALE)	71	8.5%

YOU SAID YOU'D BE VERY LIKELY TO RECOMMEND PALL MALL TO OTHER ADULT SMOKERS. PLEASE TELL ME WHY?

LONGER LASTING CIGARETTE/BURNS SLOWER	172	22.5%
CUSTOMER SERVICE	1	0.1%
DM OFFERS (COUPONS)	3	0.4%
PALL MALL'S HERITAGE	6	0.8%
LONGTIME LOYALTY TO PALL MALL	53	6.9%
RECENT CONVERT (*)	4	0.5%
SWEEPSTAKES	1	0.1%
TASTE	370	48.4%
PRICE	100	13.1%
RETAIL PROMOTIONS	2	0.3%
KNIGHT IMAGE/WEBSITE	0	0.0%
OTHER	53	6.9%

(*) OF THE FOLLOWING, WHICH WOULD YOU SAY WAS YOUR MAIN REASON FOR SWITCHING TO PALL MALL?

PALL MALL'S TASTE	1	25.0%
DM OFFERS (COUPONS)	2	50.0%
IT'S A PREMIUM CIGARETTE AT A GREAT LOW PRICE	0	0.0%
IT LASTS LONGER AND BURNS SLOWER	0	0.0%
SAW AN OFFER AT RETAIL AND DECIDED TO TRY IT	1	25.0%

YOU SAID YOU'D NOT BE VERY LIKELY TO RECOMMEND PALL MALL TO OTHER ADULT SMOKERS. PLEASE TELL ME WHY?

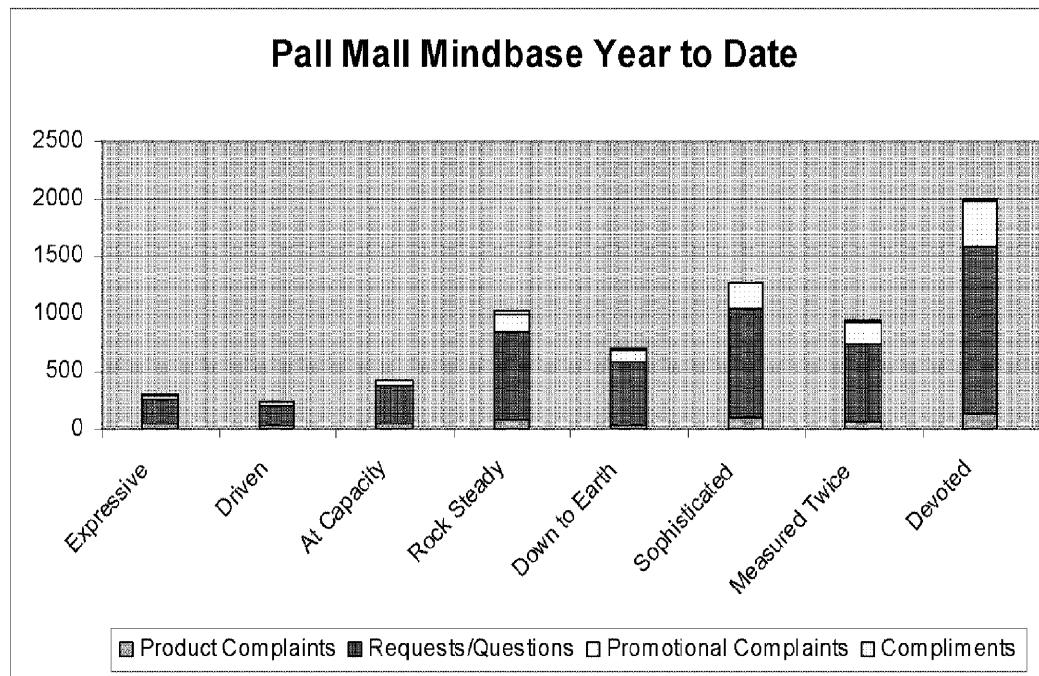
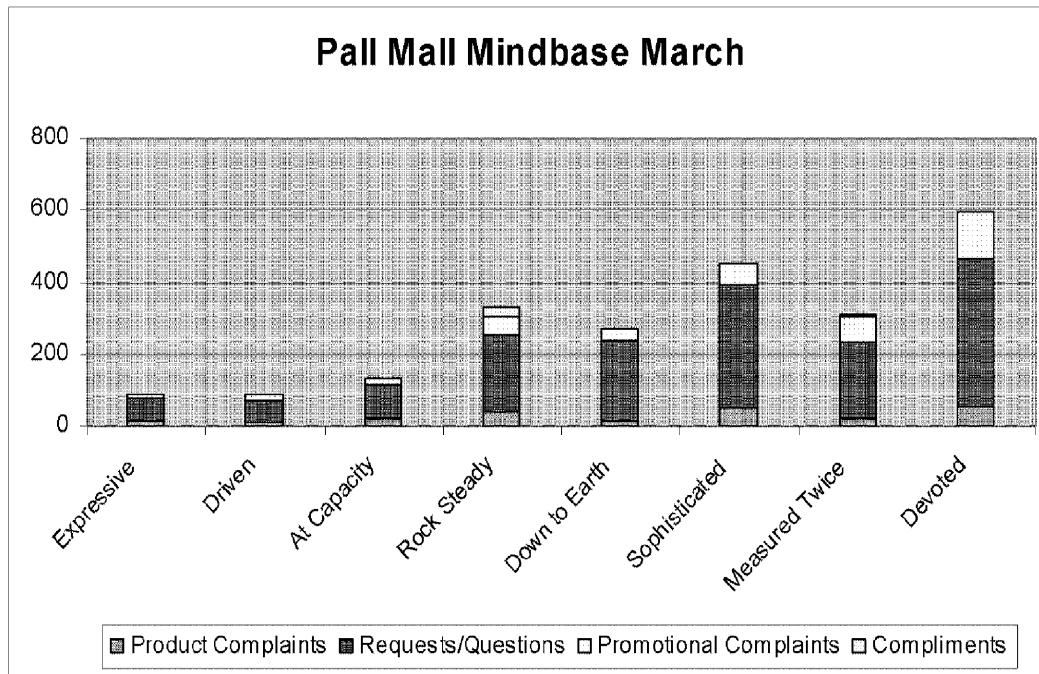
PREFERS ANOTHER CIGARETTE BRAND	21	29.6%
COMPETITIVE CIGARETTE BRAND HAS BETTER OFFERS	0	0.0%
DOES NOT RECOMMEND SMOKING	9	12.7%
DOES NOT GENERALLY RECOMMEND PRODUCTS	4	5.6%
DISLIKES - NO OFFER FOR PROOFS	0	0.0%
DON'T CARE - NO SPECIFIC REASON	2	2.8%
FRIENDS ARE LOYAL TO ANOTHER BRAND	3	4.2%
PRICE	0	0.0%
TASTE (**)	1	1.4%
DOES NOT LIKE COUPON VALUES	0	0.0%
DOES NOT LIKE WEBSITE	0	0.0%
OTHER	31	43.7%

(**) SINCE, YOU SAID TASTE, WHAT IS IT ABOUT THE TASTE YOU WOULD NOT RECOMMEND?

HARSH	0	0.0%
DRY/STALE	0	0.0%
TOO STRONG	1	100.0%
TOO LIGHT	0	0.0%
NOT ENOUGH MENTHOL	0	0.0%

Pall Mall's Mindbase Segmentation

March CR Mindbase segmentations continue to track in line with the Pall Mall's CR Y-T-D Top 3 segmentations which are: Devoted, Sophisticated, and Rock Steady.



Pall Mall's Advocacy Question Results

"On a scale from 0-10, with 10 being the highest and 0 the lowest, how likely would you be to recommend Pall Mall to another adult smoker?"

	Jan	Feb	Mar	YTD	
Advocacy Totals	20,095	28,441	31,581	80,117	
Pall Mall	1,863	2,573	2,491	6,927	8.6%
0 - Not Likely	55	67	180	302	4.4%
1	5	5	11	21	0.3%
2	3	7	6	16	0.2%
3	8	6	6	20	0.3%
4	4	9	12	25	0.4%
5 – Neutral	65	62	112	239	3.5%
6	35	38	43	116	1.7%
7	45	82	84	211	3.0%
8	170	208	208	586	8.5%
9	123	165	202	490	7.1%
10 - Extremely Likely	1,324	1,924	1,627	4,875	70.4%

Pall Mall's Consumer Comments

"I like the look of the new packaging. They are not plain like the old packs."

"I like your prices on Pall Mall Filters."

"I love the Pall Mall brand cigarette. When you say it burns slower tastes better, that is true."

"I recently tried Pall Mall for the first time and I wanted to let you know I really enjoyed it. I think it's the best cigarette on the market."

"I like Pall Mall better than Marlboro and all the other brands I've smoked before. I think you're doing a great job with Pall Mall."

"I wanted to say that Pall Mall is a good cigarette and I like that it does not burn down fast like other cigarettes."

"I love the flavor of Pall Mall and I'm now buying Pall Mall exclusively."

"Why did you change the Pall Mall packaging?"

"Has there been a package change far as the look and color?"

"I think I may have purchased some counterfeit cigarettes because the color looks different to me. One of my packs has a web address on it and the other does not."

"I buy Pall Mall smokes. I got this note in the packaging about visiting your website and enter a code number of 25CGS. There isn't any way I can see how to do it. Can you help me out?"

"How do I join up for special offers & savings? My offer code is 25CTN."

"Please send me specials and coupons for your Pall Mall Menthol 100's. I have smoked your cigarettes for many years."

"I received the update cards in the mail for myself and my husband but don't want to send them back with information (including birthdate) readily available for identity theft. Is there a place I can update this on the website? If so, can you please send me my sign-in and password?"

"I was receiving coupons and now they seem to have stopped coming and I wanted to know why?"

"I received your Doral coupons for probably 3 years. The smoke shop I bought them from said that Doral was their number one smoke. I would appreciate it you would send the Pall Mall coupons. I have never tried them before but would be willing to try. Thanks for the response."

"I have been a Pall Mall smoker for many years. I would appreciate any coupons to help reduce cost of cigarettes. Thank you."

"I now live in Colorado, but having lived in Winston-Salem many years, graduating from Reynolds High School, and taking so many visitors through the factory that I could give the tour myself, I know that Pall Mall was not made by RJR back in the day. I was thinking it was a Phillip Morris brand. Have I been wrong all these years? Also, on the individual packs there is a sticker that states the pack is going to change. DON'T CHANGE THE PACK!! It is unique and some things don't need to be brought up to the 21st century. Pall Mall is now my brand of choice since Camels have gotten so expensive and they taste almost as good. P.S. the question answer section for Pall Mall's is cute and clever."

"Why is Pall Mall Gold 100's so much more money than other Pall Mall styles? And, I noticed that they are not listed the web page."

"I really hate the Viceroy is going away, but I'd like to take advantage of free carton offer for Pall Mall."

"What's happening to Viceroy? I got the note in my Viceroy pack offering a free carton of Pall Mall. I like Pall Mall, so I would like to receive the carton."

"I bought Viceroy in Florida and saw the offer for carton of Pall Mall. I've never tried Pall Mall so I would like to try it out."

"I've never tried Pall Mall before but I'm willing to try since you're offering a free carton. I'll have to find something to substitute for Viceroy."

"I received a pack of Pall Mall with an insert telling me that Viceroy is being discontinued in her area. I have smoked Viceroy for 50+ yrs and I can't smoke any other brand."

"I signed up for your mailing list 2.5 months ago and I have not received any coupons. With the cost of cigarettes, I've been forced to smoke other brands."

"I only get \$2 coupons and cigarettes are \$47 a carton. I would like to receive higher value coupons. My friends who don't smoke Pall Mall get \$4 coupons and I'm the one who is loyal to brand."

"I have not received anything from RJR since Sept. 2005. I've called several times and still, nothing is coming."

"I'm very upset because I haven't received coupons since Jan. I would like to receive coupon on more frequent basis because I am a loyal Pall Mall smoker."

"I have not received anything that I can use on Non Filter Pall Mall. This is very upsetting...I feel mistreated."

"I'm upset about your retail promotions not being offered on Non Filter. The signage states "All Pall Mall on Sale," and does not state not available on Non Filters."

"I do not like new packaging. I think the green looks cheap."

"I bought 2 packs of cigarettes and the filter was not attached."

"I bought one carton and the filters fall off when dumping the ashes."

"I bought a pack of cigarettes and with about 50% of them, the filter would fall off. This is really dangerous when driving."

"The paper looks slit underneath where filter is attached and the filter pulls loose."

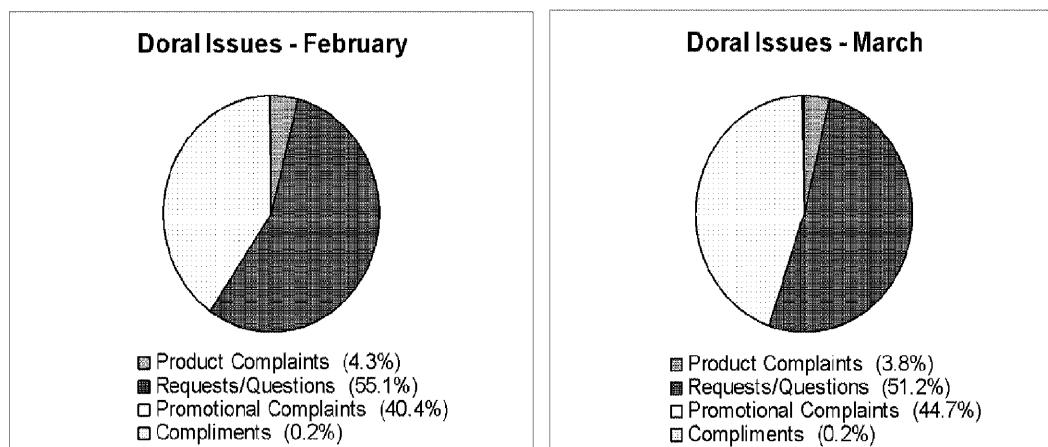
"I had to tape my cigarettes where the filter is attached to them to smoke."

"Out of the last 2 cartons I purchased, the filters keep falling off like the glue is not there."

DORAL Statistics/Summary

Doral's Top 10 Contact States:

February			March		
Rank	State	%	Rank	State	%
1	TEXAS	8.7	1	TEXAS	9.0
2	FLORIDA	7.5	2	FLORIDA	7.6
3	NORTH CAROLINA	6.4	3	NORTH CAROLINA	6.8
4	GEORGIA	5.5	4	GEORGIA	5.6
5	OHIO	5.2	5	OHIO	5.1
6	KENTUCKY	4.5	6	ILLINOIS	4.8
7	TENNESSEE	4.2	7	MISSOURI	4.5
8	WISCONSIN	4.1	8	TENNESSEE	4.5
9	LOUISIANA	4.0	9	LOUISIANA	4.2
10	MISSOURI	4.0	10	WISCONSIN	3.9
Subtotal		54.0	Subtotal		56.0



DORAL	Jan	Feb	Mar	Y-T-D
Requests/Questions	3,376	3,111	3,951	10,438
Promotional Complaints	2,356	2,282	3,448	8,086
Product Complaints	226	240	294	760
Compliments	14	14	19	47

Doral contacts to live agent during the month of March averaged an increased of 9.4% over the month of February. The following outlines our top Reason For Contact categories:

- Product Complaints decreased 1.7%. The Premium Taste Guarantee package change, which began to show up at retail in mid-March, had no effect on Dislikes Packaging Complaints. As more of the new packaging saturates the market, contacts during the month of April should indicate whether or not the packaging change will have any impact on Dislikes Packaging Complaints.
- Requests/Questions were up slightly at 1.5%. Coupon requests reflected the greatest increase at 51.6%. This increase can primarily be attributed to the delay of the Franchise March mailer arriving in-home. Catalog requests increased 10%.
- Promotional Complaints rose 20.8%. The areas reflecting the greatest increases were "Hasn't Received Coupons Recently" and "No Doral DM" with an average of 48.3% and 28.1% respectively. The majority of complaints for "Hasn't Received Coupons Recently" were from Franchise consumers who have not received a mailing since January. These Franchise consumers are contacting CR because word-of-mouth is spreading that Doral is no longer sending mailings to certain areas of the U.S. and their fear is that they are included in the group that will not be receiving Doral mailings. Consumers in the 34 Non-Support States continue to ask questions and express their disappointment/anger regarding the discontinuation of mailings. A total of 1,389 "No Doral DM"

complaints were received for March, compared to 866 complaints in February. The following letter from one our consumers residing in Wisconsin articulates some of the present consumer sentiment from the Doral 34 Non-Support States:



Mr. Terry Hatch
50 Monroe St
Janesville WI 53545-1234

3/22/06.

Dear RSE,

I today spoke on the phone to one of your representatives, Susan; during which I had received one DORAL pamphlet for the last few months. Susan was very mean and condescending in my estimation & the least of her knowledge. She told me consumers would only benefit from DORAL if located in 16 states. (Wisconsin was not one of them) Then I took off enough DORAL literature from states. If that is the case it makes no sense. Don't postage the same in all states? And as a DORAL member, do I deserve less than postage in 16 other states?

After my conversation with Susan I was asked to repeat to a short friend survey about DORAL. To my surprise, most of the survey was about my DORAL loyalty until know my friends (organ Doral) has been loyal to me.

I believe your members will show that for many, many years it has been a loyal DORAL customer.

DORAL's loyalty?? Since you guys are involved in free election from TV coverage media, I think it was a free election for 90% people. And when it comes to your stockholders, or too big to fail from Congress, so don't have the power to force marchandise and sell your companies!

On those occasions, I found members were truly interested me. (and the Doral was never seen as a faction etc, especially, without they), the item was good. And now no more companies because this is Wisconsin! Where is RIA's & DORAL loyalty to me? Please give me a name of member of someone from money and can discuss their worth.

Copy to Feb.

Sincerely,
Terry Hatch

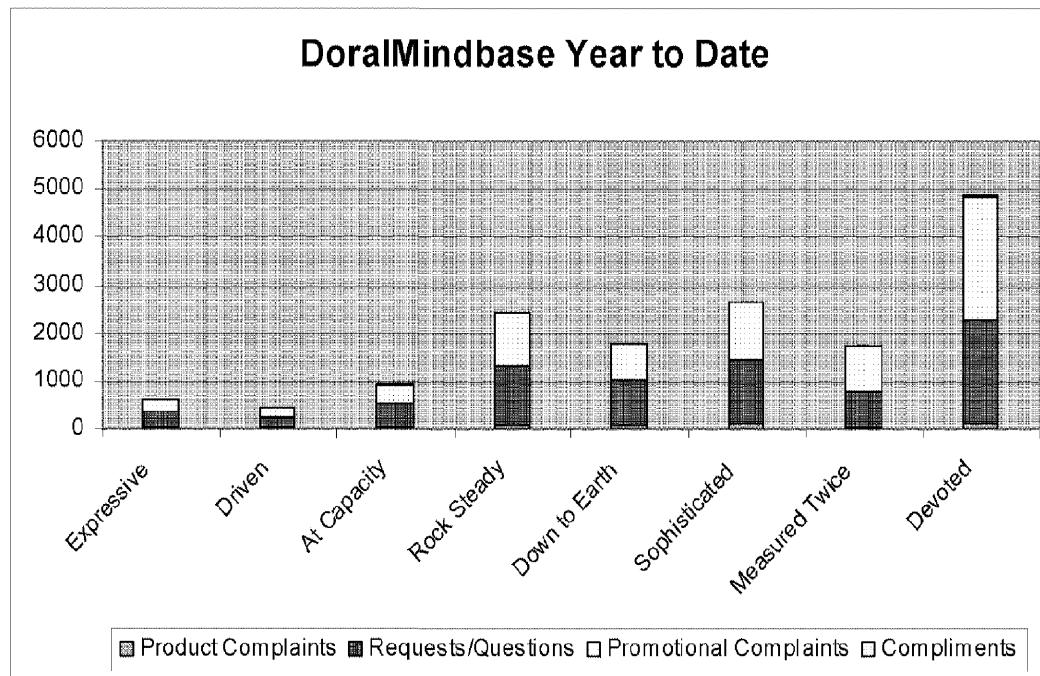
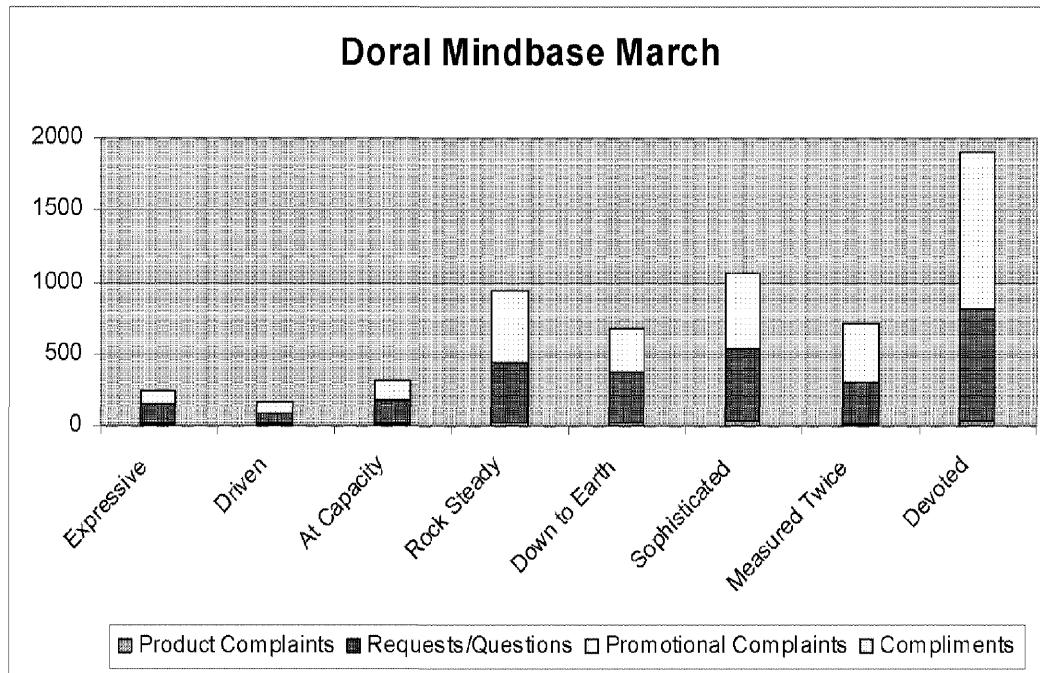
Recommendation

CR recommends a direct mail communication to Doral consumers who reside in the Non-Support 34 States to alleviate contacts regarding the discontinuation of DM in these areas. The original position on our communication strategy in the early stages of moving to 16 Support States was a concern of "tipping our hand"

to the competition. As word on the elimination of mailings to certain areas of the country has spread, is this still a concern? We feel a letter to explain the company's position and to announce that an attractive offer for Pall Mall will be coming soon, could help the image of Doral, Pall Mall and the company as a whole. As consumers receive the letter, we could expect contacts to potentially increase; however, in the long run we feel the overall complaints relative to this issue would not be as severe as a result of taking a principled approach in communicating our rationale, as well as offering an option to these loyal adult smokers. CR has had discussions with the brand regarding our position and we feel strongly that some type of damage control communication be initiated as quickly as possible.

Doral's Mindbase Segmentation

March CR Mindbase segmentations continue to track in line with the Doral's CR Y-T-D Top 3 segmentations which are: Devoted, Sophisticated, and Rock Steady.



Doral's Advocacy Question Results

"On a scale from 0-10, with 10 being the highest and 0 the lowest, how likely would you be to recommend Doral to another adult smoker?"

	Jan	Feb	Mar	YTD	
Advocacy Totals	20,095	28,441	31,581	80,117	
Doral	2,965	3,891	4,754	11,610	14.5%
0 - Not Likely	78	142	146	366	3.2%
1	1	7	2	10	0.1%
2	4	8	6	18	0.2%
3	8	10	6	24	0.2%
4	5	5	10	20	0.2%
5 – Neutral	72	97	97	266	2.3%
6	35	37	52	124	1.1%
7	71	96	70	237	2.0%
8	193	244	269	706	6.1%
9	160	237	246	643	5.5%
10 – Extremely Likely	2,301	3,008	3,850	9,159	78.9%

Doral's Consumer Comments

"This is a big THANK YOU for my recent win in your education fund contest. I decided to pursue my Masters at the age of 48. My school is the University of Phoenix and my major is Adult Education. I am now 49 and it has been challenging but I know I made the right decision every time I complete a course and register for the next one. My prize money will go toward a much needed software program required for term papers and reports. Again, thank you and you have a loyal customer for life."

"Thank you very much for the radio and coupons you sent."

"I just recently tried Doral LT. 100s and I wanted to let you know how much I like them."

"Just tried a carton of Doral because I was sent a set of coupons for \$4 off a carton. Lucky me, for this is the best smoking cigarette I have had in a long time. It seems that Doral is my brand from now on. Thanks!"

"I would like to take a moment to thank you for the sweepstakes gift of a year's supply of Doral cigarettes. When I would go to the store to redeem them, there were always a lot of questions. The salesperson and the customers had never seen a coupon for a whole carton. I would tell them I won a Doral sweepstakes and they would almost always ask about other promotions. I would fill them in on the seal items and other things going on with Doral. Last week I used the last coupon. It sure was fun!!!!"

"Did you ever think of selling 5 pack or 6 pack cartons at a discount? With the price of cigarettes today, it's getting hard to buy a whole carton and I hate buying loose packs. I think this type promotion would do well."

"Some people cannot afford 10 pack cartons but would maybe be able to afford smaller sized cartons."

"How do I find the recipe section on your website?"

"How often will new items be added to the Seal Market?"

"The seal promotional item I'm most interested in is temporarily out of stock, (not sold out), but there is no option to download the order form. Will this option be available soon? I downloaded a form for a second choice, but would rather not deplete my seals if it will be offered again soon. Thank You."

"My stepfather also receives Doral coupons in the mail. A few weeks ago he received a promotional gift, a small radio with earphones from Doral. Why didn't I receive one?"

"When is the Seals for Soldiers going to begin again??"

"How can I enter the Premium Taste Experience Sweepstakes online? Please advise. Thanks!"

"I'm a Misty smoker but heard your recording that there is no mailing list, so I'd like to be added to Doral's list."

"I was just wondering how I can find out when the new Doral Collector Series Cards will be coming out? Also, what they will be? I get coupons from you but not any promotional offers or information booklets. Is there a way I can get on the list to get more information?"

"My husband and I signed up for your mailing list a long time ago and we have stopped receiving your monthly mailings for some reason. Please explain. Thank you! We looked forward to it every month." - GA

"I never get any coupons from Doral anymore. Once a month Marlboro (who is my second choice) sends me a booklet with a month's worth of coupons. Their coupons are worth 5.00 off a carton and 1.00 off on single packs. I like your brand the best but the Marlboros are cheaper because of the coupons. Can you send me some more often, and for more than 2.00? You've always been good if I ask you for something." - MS

"I do believe you are wrong about the people that smoke Doral. That is the top seller where I buy my cigarettes. Everywhere I look people are smoking Doral. I don't know where you get your information, but it is wrong. If you won't send me any Doral coupons then I guess send me the Pall Malls." - OK

"I think it would be a good idea to send people coupons like you advertise on the Doral website."

"Just wanted to let you know that the three of us in my family are thinking seriously about changing brands. We have not received any coupons since last October and they were only for \$2.00. My brother smokes another brand and he gets coupons all the time for \$3.00 or \$4.00 off a carton, or he can save his seals and send them in to receive a booklet of so much off per pack or carton. Thirty Five seals for a \$5.00 off a carton coupon. Also, he periodically receives coupons or other premiums in the mail as a thank you for smoking their brand."

BB Posting: "This is my first time viewing the message board. I thought I was the only one not receiving coupons anymore. I live in Kansas, and haven't received coupons for about 4 months. I'm relieved to know I'm not the only one; but I am still unhappy. I prefer to smoke Doral, but I have started receiving coupons for Basic. I don't like them as well, but perhaps I'll have to switch if Doral is no longer going to send coupons to their faithful customers. This is very disappointing."

BB Posting: "Thank you all for your responses to the no more coupon ordeal....I am so disgusted that I too think I will look for a different brand....not made by RJ Reynolds. They deserve it as far as I am concerned. I have been so loyal to them and this is what I get in return? That's not being fair to me. So why should we all help them make money? They need to hear from us all also. Tell them how we feel about the no more coupons for Doral's. We just have to get to the Need Help up on the top of the page and click on the "Contact Now" and let's tell them now!!!!!! I am going to now."

"Why has the website changed so much? I can't find the recipes and other things are just gone. Also, I wanted to let you know I am very upset that I can't get coupons. One person is enough to send coupons to. How else can you keep your buyers for Doral? Please go read the open forum area on your website and see how your customers really feel. Thank you."

BB Posting: "Hi guys. I just wanted to post about how RJ Reynolds will no longer be mailing out coupons to Maryland residents and several other states. I just placed a call to a CSR and she confirmed this. Truly is a shame since I have been a loyal Doral smoker for over 10 years. My wife gets coupons from a competitor so it looks like we are going to head that route since Doral has abandoned us. That's \$240 a month that the other guy will get."

BB posting: "My husband and I both enjoy smoking and find that the coupons that used to come are now far and few, if at all. With the costs that have been stressing us out along with the many doors that are closing access to smokers, all we have to look forward to are the coupons. My husband is a menthol lover and I am a

regular 100 lights. If anyone is really reading this. Prove it...Send coupons, then the next time I visit this site I will tell all parties interested how well you all responded."

BB posting: "I agree with everyone else on this board. The seal redemption promotion just doesn't offer any items of interest and if there is an item that does, it is sold out immediately. I think some good products to offer would be coupons off for cigarettes, food and video rentals. Hope someone with R J Reynolds is reading. Just my little thoughts."

"I purchased a carton and noticed holes in rods of all the cigs. This makes it really hard to draw."

"Out of the four packs that I opened there were holes in the cigarettes and I was unable to smoke them."

"I bought 4 cartons of cigarettes. One carton has problems in every pack. The paper is coming off the rod and the tobacco does not go all the way to the end."

"I opened 2 packs in a carton and 3 cigarettes in each pack came open at seam. There was no glue."

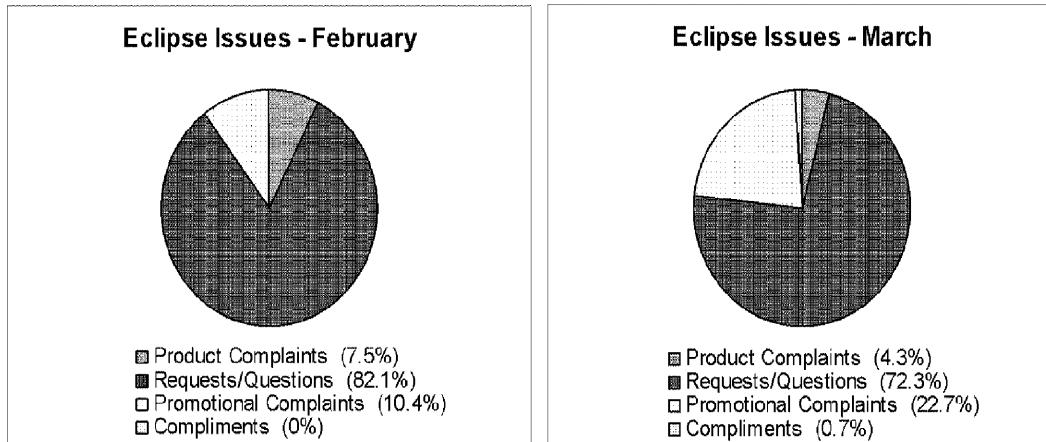
"I purchased a carton of cigarettes and six packs in the carton were loosely packed."

"I bought a carton of Doral, opened 5 packs and found 4 cigarettes were broken where the filter connects to the rod."

ECLIPSE Statistics/Summary

Eclipse's Top 10 Contact States:

February			March		
Rank	State	%	Rank	State	%
1	CALIFORNIA	39.9	1	CALIFORNIA	15.6
2	NORTH CAROLINA	10.4	2	TEXAS	10.8
3	TEXAS	4.8	3	NORTH CAROLINA	10.2
4	FLORIDA	4.1	4	KENTUCKY	8.7
5	GEORGIA	3.7	5	FLORIDA	6.3
5	PENNSYLVANIA	3.7	6	PENNSYLVANIA	5.6
7	SOUTH CAROLINA	3.5	7	ILLINOIS	4.1
8	VIRGINIA	3.3	7	VIRGINIA	4.1
9	KENTUCKY	3.0	9	NEW YORK	3.5
10	COLORADO	2.8	10	SOUTH CAROLINA	2.8
Subtotal		79.2	Subtotal		71.6



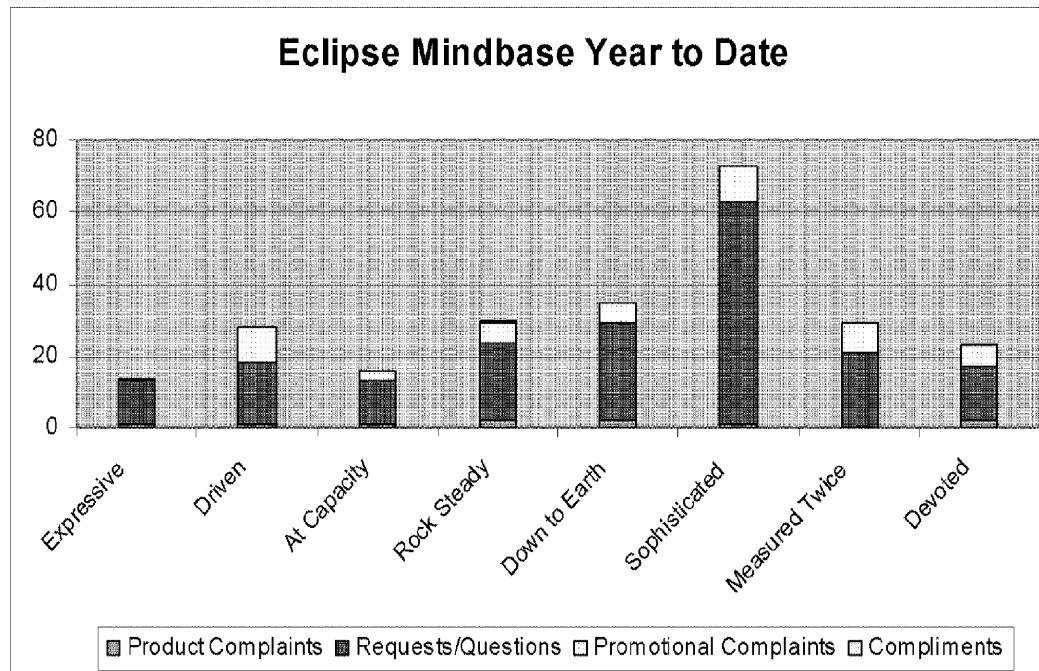
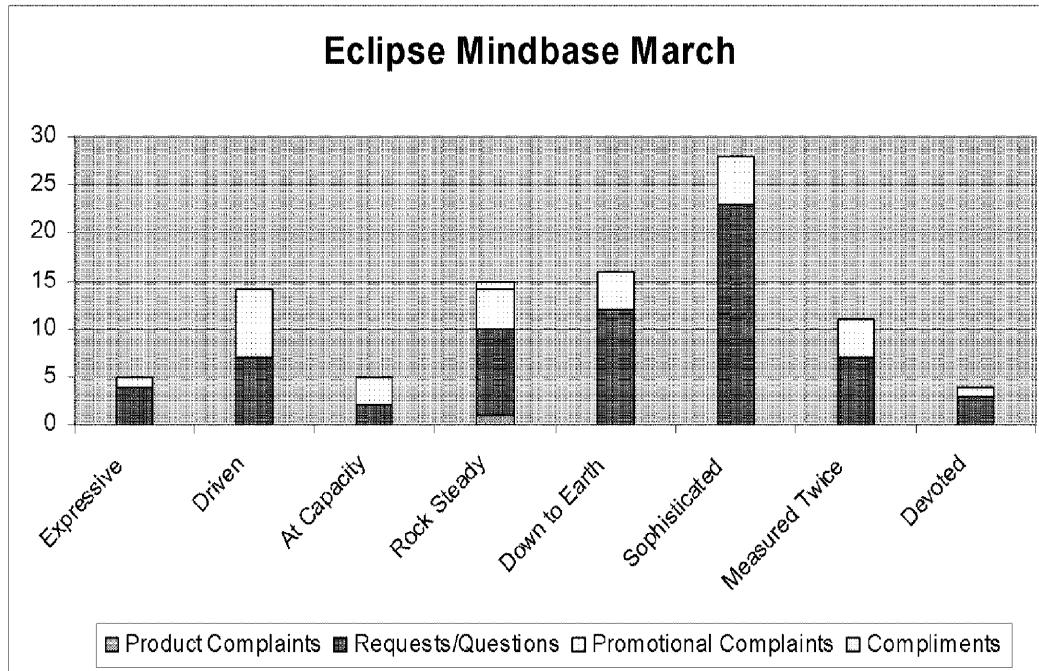
ECLIPSE	Jan	Feb	Mar	Y-T-D
Requests/Questions	79	87	102	268
Promotional Complaints	14	11	32	57
Product Complaints	14	8	6	28
Compliments	0	0	1	1

Eclipse contacts increased by 7.4% in March driven by DTC Questions, Product Availability Requests and Web/Email Promotional Complaints. The following recaps March contacts:

- **Product Complaints** decreased by 50% across all categories.
- **Requests/Questions:**
 - DTC up 11.1%. Consumers wanted to place or check on the status of their orders.
 - Product Availability up 25% with consumers inquiring where to find Eclipse in their area.
- **Promotional Complaints**
 - Web/Email up 200% - Consumers were not able to print the online coupon

Eclipse Mindbase Segmentation

March CR Mindbase segmentations continue to track in line with the Eclipse's CR Y-T-D Top 3 segmentations which are: Sophisticated, Down To Earth, and Rock Steady.



Eclipse Advocacy Question Results

"On a scale from 0-10, with 10 being the highest and 0 the lowest, how likely would you be to recommend Eclipse to another adult smoker?"

	Jan	Feb	Mar	YTD	
Advocacy Totals	20,095	28,441	31,581	80,117	
Eclipse	40	52	65	157	0.2%
0 - Not Likely	1	1	7	9	5.7%
1	0	0	0	0	0.0%
2	0	0	0	0	0.0%
3	0	0	0	0	0.0%
4	0	0	0	0	0.0%
5 – Neutral	3	2	2	7	4.5%
6	0	1	1	2	1.3%
7	0	2	2	4	2.5%
8	3	1	1	5	3.2%
9	2	2	3	7	4.5%
10 - Extremely Likely	30	43	49	122	77.7%

Eclipse Consumer Comments

"I received an email for a coupon but I can't get the link to work. I have Flash and JavaScript enabled but I am at my work computer."

"How do I obtain Eclipse cigarettes? There are no stores in my area that carry them."

"I can't use my coupon because no store in my area sells Eclipse."

"Eclipse costs \$40 a carton at my local store. Why can't I order them online anymore?"

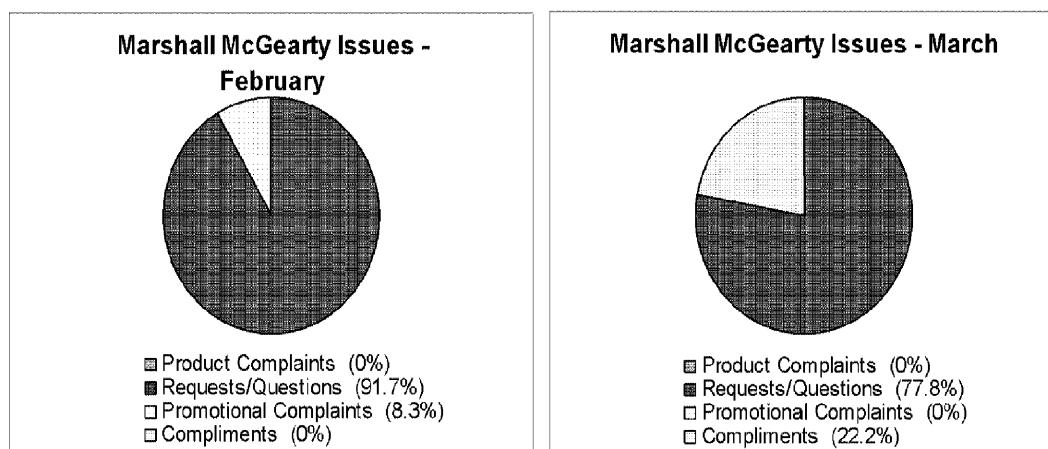
"I wanted to order Eclipse by phone but found that they are cheaper at my local store."

"I am not eligible to order Eclipse directly from you. Where can I find them in my area?"

"I tried Eclipse and it only burned for about a minute and went out even though I was puffing every 30 seconds."

MARSHALL MCGEARTY Statistics/Summary

February			March		
Rank	State	%	Rank	State	%
1	ILLINOIS	77.6	1	ILLINOIS	75.3
2	NORTH CAROLINA	5.6	2	CALIFORNIA	5.2
3	NEW YORK	4.0	3	NEW YORK	2.6
4	MICHIGAN	1.6	3	NORTH CAROLINA	2.6
4	PENNSYLVANIA	1.6	3	WASHINGTON	2.6
4	TEXAS	1.6	6	ALABAMA	1.3
7	CALIFORNIA	0.8	6	CONNECTICUT	1.3
7	NORTH DAKOTA	0.8	6	MICHIGAN	1.3
7	OHIO	0.8	6	MISSOURI	1.3
7	NEW JERSEY	0.8	6	NEBRASKA	1.3
7	KENTUCKY	0.8	6	NEW MEXICO	1.3
7	MASSACHUSETTS	0.8	6	OHIO	1.3
7	MINNESOTA	0.8	6	WEST VIRGINIA	1.3
7	OKLAHOMA	0.8	6	WISCONSIN	1.3
7	SOUTH DAKOTA	0.8	Subtotal		100
7	WISCONSIN	0.8			
	Subtotal	100			



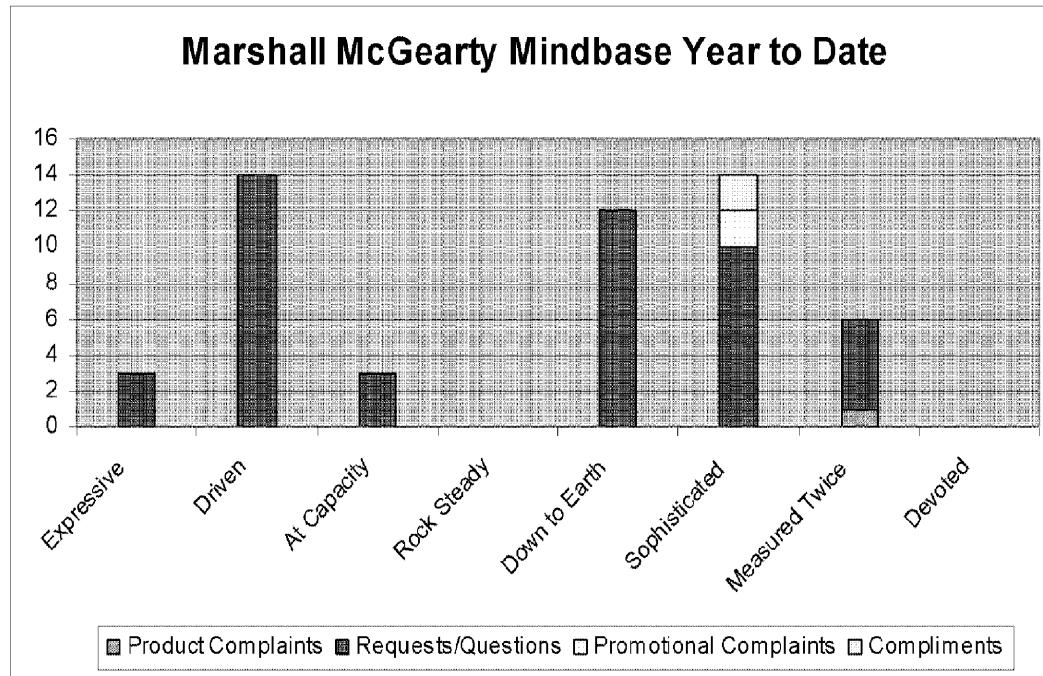
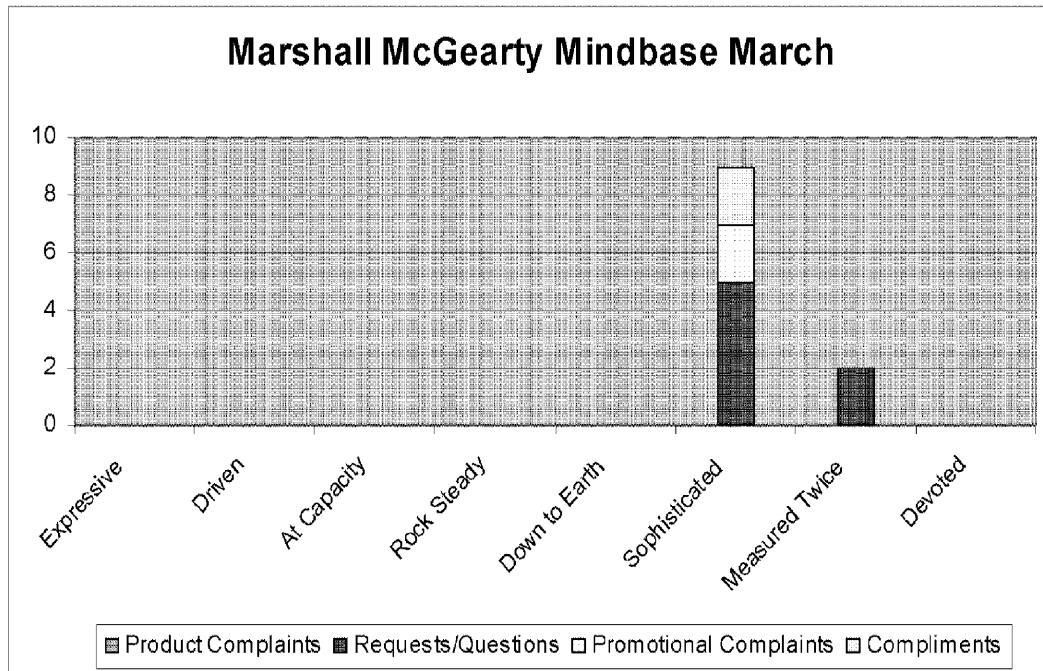
MARSHALL MCGEARTY	Jan	Feb	Mar	Y-T-D
Requests/Questions	42	22	7	71
Compliments	0	0	2	2
Promotional Complaints	0	2	0	2
Product Complaints	0	0	0	0

Marshall McGearty total contacts decreased by 66.7% in March, down across all categories. We received 24 coded contacts in February and only 9 in March. Seven (7) were Requests/Questions and 2 were Compliments. Of the March contacts:

- 5 were from IL
- 2 were Marlboro UB's, while the rest were Camel, Winston, Doral or Pall Mall UB's
- Ages ranged from 38 to 69

Marshall McGaerty Mindbase Segmentation

In March, the segmentation of Sophisticated clearly ranks at #1. Marshall McGaerty CR contacts Y-T-D, ranks the following Top 3 segmentations: Tied for #1 are Sophisticated & Driven, followed by Down To Earth, and then ranking #3 is Measured Twice.



Marshall McGearty Advocacy Question Results

"On a scale from 0-10, with 10 being the highest and 0 the lowest, how likely would you be to recommend Marshall McGearty to another adult smoker?"

	Jan	Feb	Mar	YTD	
Advocacy Totals	20,095	28,441	31,581	80,117	
Marshall McGearty	14	5	3	22	0.0%
0 - Not Likely	0	1	1	2	9.1%
1	0	0	1	1	4.5%
2	0	0	0	0	0.0%
3	0	0	0	0	0.0%
4	0	0	0	0	0.0%
5 – Neutral	1	1	0	2	9.1%
6	1	0	1	2	9.1%
7	1	0	0	1	4.5%
8	0	0	0	0	0.0%
9	1	1	0	2	9.1%
10 - Extremely Likely	6	2	0	8	36.4%

Marshall McGearty Consumer Comments

"I'd like to register for access to your website for mailing and emails. Any assistance or response would be appreciated."

"I saw a news report on World News Tonight about the store and would like additional information regarding franchise stores and maybe opening up a store similar in Denver."

"I would like all the information you have available on the MM store."

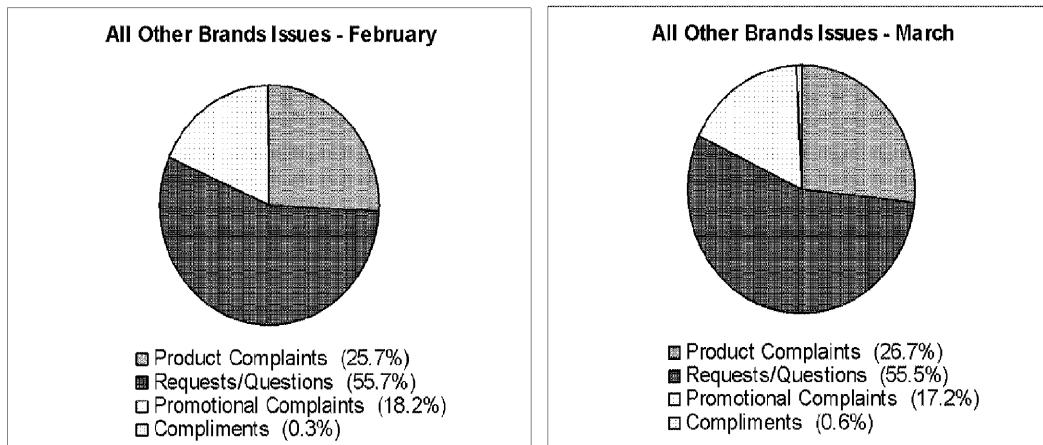
"My sister, myself and 13 other Pro Smokers / Pro Rights, held a meeting at MM on 2/18/06 and LOVE the place! I picked up a cigarette snuffer for my sister (pen-like, silver with gold trim). A friend is very interested in finding one and I was wondering if I can purchase this and others items from you via phone or website. I am a non smoker but feel people should be able to "live and let live" and I can't wait to get back to your place. Special thanks to Bill and all that were so gracious with us that day. My sister's (Garnet Dawn) web site is: <http://www.illinoissmokersrights.com/> Thank you very much!"

"Where can I email the marketing person(s) who conjured up this homerun idea?"

ALL OTHER BRANDS Statistics/Summary

All Other Brand's Top 10 Contact States:

February			March		
Rank	State	%	Rank	State	%
1	CALIFORNIA	16.7	1	CALIFORNIA	8.4
2	FLORIDA	5.7	2	NEW YORK	6.7
3	OHIO	5.6	3	FLORIDA	6.6
4	ILLINOIS	5.1	4	ILLINOIS	6.3
5	NEW YORK	5.1	5	OHIO	5.9
6	TEXAS	4.6	6	PENNSYLVANIA	5.1
7	PENNSYLVANIA	4.4	7	TEXAS	4.7
8	MICHIGAN	3.9	8	MICHIGAN	4.5
9	INDIANA	3.6	9	NORTH CAROLINA	3.4
10	MISSOURI	3.0	10	MISSOURI	3.2
Subtotal		57.7	Subtotal		54.9



ALL OTHER BRANDS	Jan	Feb	Mar	Y-T-D
Requests/Questions	826	679	918	2,423
Product Complaints	339	313	441	1,093
Promotional Complaints	320	222	284	826
Compliments	5	4	10	19

Total contacts for All Other Non-Support Brands increased 9.1%

- Product Complaints were up by 12.8% with increases in all categories of Product Quality: Filter, Rod, Taste and Packaging.
- **Requests/Questions** increased by 8.2%
- **Promotional Complaints** up by only 1.8%

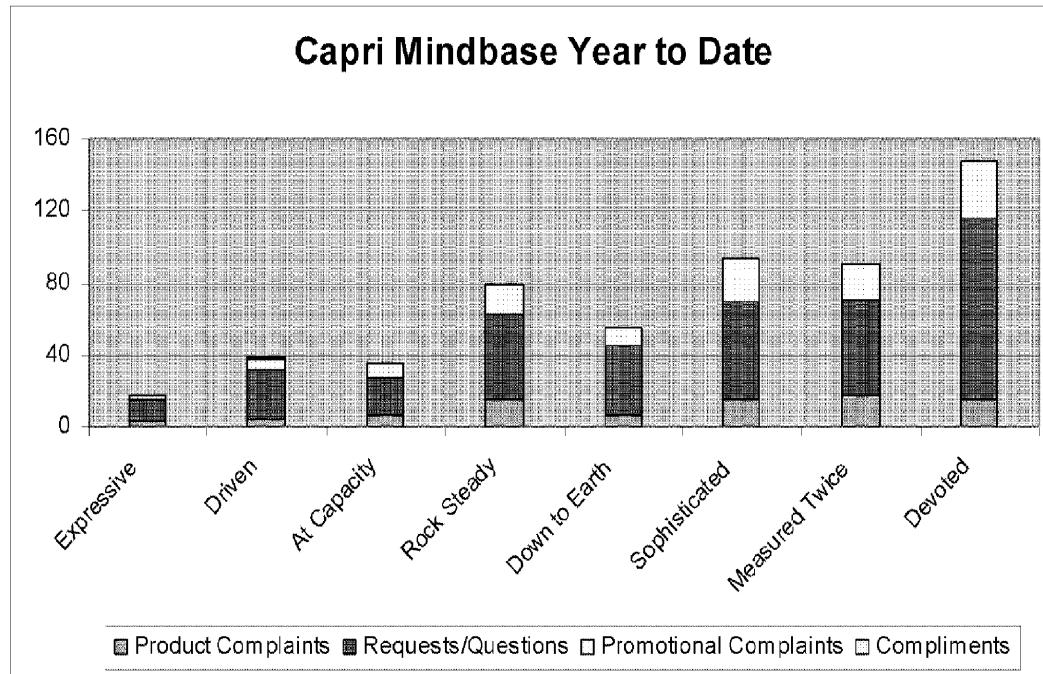
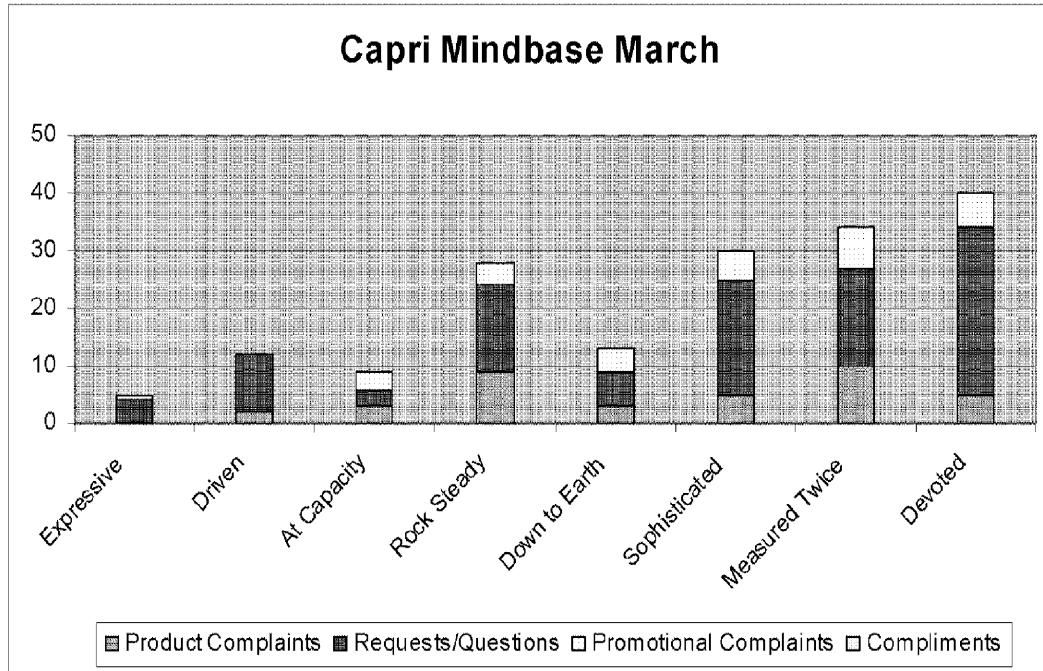
Brand Trends:

- Capri Product Complaints increased by 18.2% mainly in the areas of Filter and Rod complaints for the style Menthol LT 120 Box.
- Carlton Product Complaints rose by 75%. Taste and Rod Complaints were the main contributors across all styles. Requests/Questions increased as well by 23.5% driven by Mailing List, Coupon and Catalog Requests.
- Lucky Strike Product Complaints increased by 42.9% with 100% increase in Rod Complaints in style NF 70 soft packs.

- Misty Product Complaints increased by 25% with increases in Filter and Taste. Styles contributing to Filter Complaints were LT 120 Regular and Menthol. Styles contributing to Taste Complaints were LT 100 & 120 Regular and Menthol and UL 100's.
- More Requests/Questions increased by 33.3% rising from 25 to 42. The main drivers were Coupon and Catalog Requests, followed by Store Location Requests and DTC Questions.
- Tareyton Requests/Questions increased by 25% rising from 16 to 27. Drivers were Product Availability Questions and Coupon Requests.
- Vantage Requests/Questions increased by 22.2% rising from 34 to 56 driven by Coupon Requests.
- Viceroy Total Contacts increased by 61.1% rising from 71 contacts in February to 143 in March. Requests/Questions increased by 44.4% (from 36 to 67) and Promotional Complaints rose 150% (from 16 to 49). Both were driven by the Viceroy Migration/Delisting initiative. Consumers either questioned or were disappointed that Viceroy would no longer be available in their area, and/or were requesting the Free Carton Pall Mall incentive.

Mindbase Segmentation (Capri)

March CR Mindbase segmentations continue to track in line with the Capri's CR Y-T-D Top 3 segmentations which are: Devoted, Sophisticated, and Measured Twice.



Advocacy Question Results (Capri)

"On a scale from 0-10, with 10 being the highest and 0 the lowest, how likely would you be to recommend Capri to another adult smoker?"

	Jan	Feb	Mar	YTD	
Advocacy Totals	20,095	28,441	31,581	80,117	
Capri	152	163	215	530	0.7%
0 - Not Likely	5	11	11	27	5.1%
1	0	1	2	3	0.6%
2	0	4	0	4	0.8%
3	0	1	1	2	0.4%
4	1	1	0	2	0.4%
5 – Neutral	6	5	14	25	4.7%
6	1	7	1	9	1.7%
7	2	4	5	11	2.1%
8	8	9	14	31	5.8%
9	7	5	11	23	4.3%
10 - Extremely Likely	118	115	156	389	73.4%

Consumer Comments (Capri)

"I had just as soon not get anything if I can't get pack coupons only."

"I have not been receiving coupons and always have to call."

"I never got coupons in January and the price is so high."

"I have not received coupons. I love Capri but they are \$50 a carton."

"I wanted to know why Virginia Slims are \$10.00 cheaper than Capri. I am paying \$49.95 a carton. I'm afraid I'm going to have to switch."

"I would really like to see a paper catalog and have been requesting one for quite some time now."

"I really love the Menthol 120's."

"Some cigarettes in each pack had a needle sized hole about midway up rod. I smoke Menthol Light 120s Box."

"I smoke UL 100 Box and the filter is different and it tastes strong and not the same."

"The filters on my cigarettes were not glued well and fell off."

Consumer Comments (Carlton)

"I purchased 2 cartons of Carlton and at least 1 and 1/2 cartons tasted like cardboard and hurts my throat."

"The last carton of Carlton I bought tasted stale and musty."

"I bought a carton and every cigarette had no tobacco in half of each cigarette and no loose tobacco in the bottom of pack. Also, this morning one cigarette flamed up when I lit it."

"I want to be on Carlton's mailing list and I do not want to receive coupons for any other brands."

Consumer Comments (Lucky Strike)

"The last pack I bought deteriorated and fell apart. The cigarettes were loosely packed and burned much faster than before. Also, the quality of tobacco is less than ever. I have smoked Luckys for 58 years."

"It looks like there's not enough glue to hold the rod together. This has been happening for the last several weeks. I buy 2 cartons a week."

Consumer Comments (Misty)

"When I put the cigarette in the ashtray and went to pick it up, the filter fell off. This has happened to over 15 cigarettes in my last carton so far."

"I purchased a carton of Misty Menthol 100s box and entire carton tasted stale."

Consumer Comments (More)

"I have been loyal to More for 35 years. Can I please get some coupons?"

"I would like to receive a catalog for More."

"Where can I find More cigarettes in my area?"

"Gas prices are getting so high. Can I order More directly from you?"

Consumer Comments (Tareyton)

"Could I be added to your mailing list to receive Tareyton coupons whenever they are available?"

"Can you tell me where I can find Tareyton in my area? The stores that carry them are 30 miles away."

Consumer Comments (Vantage)

"I only want coupons for Vantage. I don't smoke any other brand."

"Could I please be added to your mailing list to receive Vantage coupons?"

Consumer Comments (Viceroy)

"Why is Viceroy no longer being shipped to my area?"

"Can I get the free carton or Pall Mall?"

"I am upset that Viceroy will no longer be available in my area. I have been loyal to Viceroy for years."

"I can't believe Viceroy will not be sold in my area anymore. I don't want to switch brands and I buy three cartons a month."

CSI (Customer Satisfaction Index) – OVERVIEW – ALL BRANDS

The following outlines our Year-To-Date Results for 2006:

	CAMEL	KOOL	WINSTON	SALEM	PALL MALL	DORAL	ALL OTHER	COMBINED
	Y-T-D							
1 - Were you satisfied with the service you received from your cigarette brand?	87.09	88.16	89.32	89.61	92.75	88.61	88.07	88.57
2 - Based on this service, are you likely to continue buying your brand?	94.29	92.51	96.14	92.28	98.11	92.26	94.39	94.15
3 - As a result of this service, will you provide enthusiastic referrals for your brand?	86.00	87.46	89.27	86.47	91.39	89.15	87.62	87.87
4 - Do you believe your brand appreciates and rewards your loyalty?	77.72	77.85	75.14	77.17	74.82	76.01	71.83	71.93
5 - Do you believe your brand deserves your loyalty?	88.41	87.79	92.06	90.13	96.17	91.28	87.96	90.30
OVERALL SCORE	87.51	88.58	90.39	87.14	92.65	89.04	85.96	88.57
6 - Have you ever called us when we were closed?	20.70	22.98	25.00	20.33	13.24	24.46	19.44	21.69
7 - If we had been open when you called, would that have had an impact on your loyalty for your brand?	36.61	43.24	23.53	36.00	27.78	35.53	57.14	34.86

Number Of Surveys By Method:

Phone	583	170	292	132	151	351	77	1,756
E-Mail	451	142	370	181	65	302	32	1,543
Total Methods	1034	312	662	313	216	653	109	3,299

12-MONTH ROLLING CHART: CALLS / E-MAILS / LETTERS

