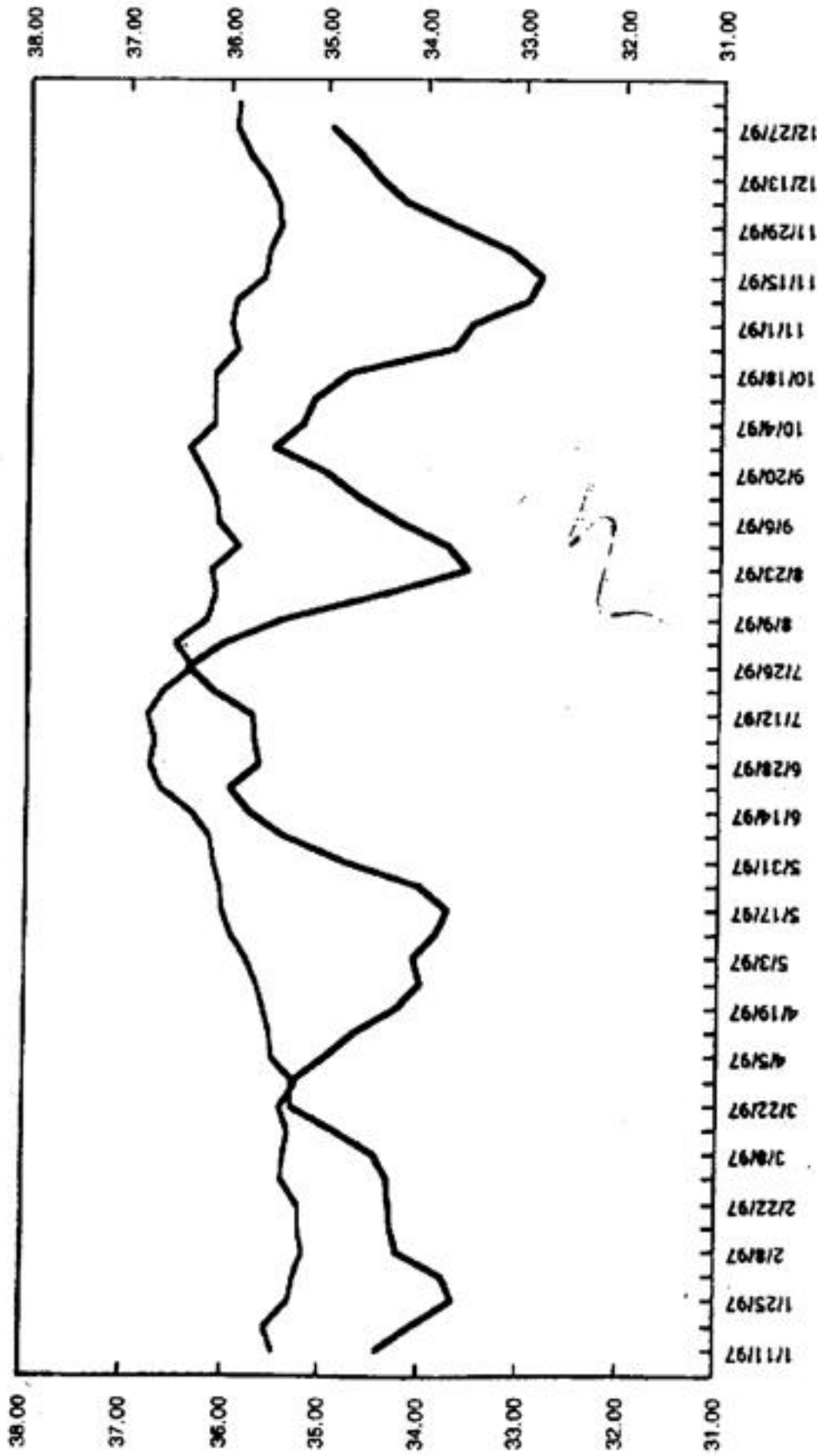


Weekly Competitive Brand Trends

Region 1 - Marlboro - 4 Weeks



STARS
Nielsen

RJRvPM 199547
Confidential

PM STARS-Projected as of DEC 27 1997, Nielsen as of JAN 10 1998

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