

April 7, 1988

Mr. J. F. Anders

D. K. Shipley

In-Laboratory Cigarette Panel L88-29: AMERICAN Ultra Lights - France - 5 (Test)
Versus Philip Morris Ultra Lights - France (Control)

An in-Laboratory smoke panel test was conducted to compare the smoke appeal of the above products. The cigarettes were overwrapped to conceal brand identification. Panelists were asked for preference and comments. Results were:

| | <u>Preference</u> |
|-----------|-------------------|
| Test | 6 |
| Control | 8 |
| No Choice | 2 |

Comments

Panelists' comments indicate that the Control cigarette had a better draw and more taste. The Test cigarette was noted as being a smoother smoke.

mwt

cc: RSS, RDC, JGB