

AB Research Associates, Inc.

CIGARETTE CUSTOMER SATISFACTION STUDY

Thank you for taking the time to speak with us the other day on the phone. Your input, and that from other consumers like you, will help to make products more to your liking in the future.

Enclosed please find the cigarettes that we told you we would send to you. Since we are interested in only your opinions, please smoke these cigarettes yourself, rather than giving them to other smokers to try. Please use them in place of the cigarettes you usually smoke. Please note that each pack of cigarettes is marked with a code letter and an instruction saying which pack to smoke first, second, third and fourth. We would like you to smoke the cigarettes over the next few days as you would normally smoke your regular brand of cigarettes. Start with the cigarettes from the pack marked "FIRST."

If you normally smoke more than a pack in one day, finish the pack marked "FIRST" and then go the pack marked "SECOND." Continue with the pack marked "THIRD" and then the pack marked "FOURTH."

If you do not normally smoke more than a pack in one day, put the pack marked "FIRST" aside at the end of the first full day and go to the pack marked "SECOND" on the second full day. On the third day use the pack marked "THIRD" and on the fourth day use the pack marked "FOURTH."

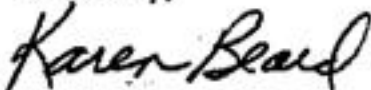
At the end of each day, or after you have finished each pack, we would like you to answer a few short questions about the cigarettes that you smoked from that pack. Please notice that each page has the cigarette code letter written at the top of the page. Rest assured that your comments will remain confidential and anonymous, so please be frank with your opinions.

By the end of the fourth day you should have sampled at least some of the cigarettes from each pack. When you finish a pack, please do not throw it away. You will need to refer to the code #'s on the four packs when we call you back.

Thank you for taking a few minutes to complete this survey.

Please follow instructions carefully, and answer all questions thoroughly.

Sincerely,



Karen Beard
Field Director