

CONTENTS

1. Brand switching patterns. See attached I
2. Menthol loading factors see attached II
3. Scherer's experience re: Salem. Extremely limited. As extended service as far as I know. Only one entry in the new campaign ("country") tested. Score and data not yet available. Even when available will be limited because to U.S.
4. Taste playback on Cami. See attached III
5. Scherer's experience re: Cami appeal to occasional menthol smokers. See attached IV
6. Brand share data. See attached V
7. Additional notes. See attached VI

680095465