

INTRODUCTION (Location - Tobacco Lab)

This morning I would like to share with you the process we used to develop KOOL Ultra and KOOL Lights. Let's begin with KOOL Ultra.

We figured if Ultra was to be a "KOOL," it would require a recipe similar to our parent KOOL brands. And to insure its success, we planned to use our latest technological breakthrough -- the "actron" filter. I'll speak more about this later.

We began our development as one would if making a great tasting cup of coffee. As you know, the first step, which is most critical, is to choose the best kind of coffee to use. So it is with making a great tasting cigarette. We began by developing and choosing the best tobacco blend; and in this case, since we were trying to mimic the taste of KOOL parent, the most obvious place to start blend development was with the KOOL tobacco blend. The KOOL blend (gesture to tobacco on wall) is made up of top quality grades of flue-cured, burley, and Oriental tobaccos. Each tobacco type, as you might guess, offers its own distinctive taste character to the smoke. Flue-cured (holding some flue-cured) is mainly responsible for a clean, crisp tobacco character; it also, as the bright leaf color might indicate, offers light, delicate flavor notes. (Place flue-cured grades on table.) Burley tobacco (holding some burley), on the other hand, being dark in color, provides deep, rich, underlying flavor notes, which are primarily responsible for the full-bodied nature of KOOL's smoke. (Add burley to flue-cured pile on table.) Finally, the blend is completed and rounded out with a dash of selected Oriental tobaccos. While the leaf size of Oriental may be comparatively small (showing Oriental), its flavor

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