

SPECIFICATIONS

1. Such documents, or in lieu thereof a verified written statement, as will show the full name of the corporation and its date and state of incorporation.

2. Such documents, or in lieu thereof a verified written statement, as will show the names, business addresses, job titles and corporate responsibilities of the corporation's officers whose responsibilities in whole or in part include the conception, execution or approval of the marketing or advertising of cigarettes, including research relating to such marketing or advertising.

3. Such documents, or in lieu thereof a verified written statement, as will show the organizational structure of the corporation from January 1, 1964 to the date upon which return to the attached subpoena is made.

4. All documents, including but not limited to marketing, advertising or consumer surveys, experiments, or other research, prepared by or for the corporation or any other party between January 1, 1964 and the date upon which return to the attached subpoena is made, relating in any way to consumers' or potential consumers' attitudes towards, beliefs about, perceptions or understanding of, or behavior relating to cigarettes or cigarette smoking and relating to the following:

- (a) the benefits, dangers, advantages and/or disadvantages of smoking or of not smoking cigarettes in general and/or of smoking or of not smoking any brand(s) of cigarettes in particular, excluding, however, documents relating solely to the sensation produced by the stimulation of the sense of taste, feel or smell by a substance in the mouth.
- (b) the initiation of the practice of smoking cigarettes in general and/or of any brand(s) of cigarettes in particular.
- (c) the increase of the number(s) of cigarettes smoked in general and/or of any brand(s) of cigarettes in particular.
- (d) the ease and/or difficulty of the stopping or decreasing the amount or frequency of smoking of cigarettes in general once the smoking of cigarettes has begun and the ease and/or difficulty of the stopping or decreasing the amount or frequency of smoking of any brand(s) of cigarettes in particular once the smoking of such brand(s) of cigarettes has begun."