

KEY PROJECTS

PROJECT	SCOPE	DESCRIPTION	KEY DATE(S)	COMMENTS/STATUS																												
STYLE EXIT PLAN	NATIONAL	DISCONTINUATION	IMMEDIATELY	As of December 3, 1997, we had the following full revenue quantities in the Public Distributing Warehouses: <table><tr><th>UNITS</th><th>GM CASES</th></tr><tr><td>Style 100</td><td>18,000</td></tr><tr><td>Style Menthol 100</td><td>3</td></tr><tr><td>Style Box 100</td><td>360,000</td></tr><tr><td>Style Box 100</td><td>60</td></tr><tr><td>Style Menthol Box 100</td><td>16</td></tr><tr><td>Style Slim</td><td>90,000</td></tr><tr><td>Style Slim</td><td>222,000</td></tr><tr><td>Style Menthol Slim</td><td>37</td></tr><tr><td></td><td>132,002</td></tr><tr><td>TOTAL</td><td>22</td></tr><tr><td></td><td>918,000</td></tr><tr><td></td><td>153</td></tr></table> <p>This is -36,434,900 (6,139 GM Cases) units less than last month. The Buydown @ \$5.00 has assisted greatly in moving product into wholesale. Retail sell through is doing well @ \$5.00, however is slowed due to the higher than normal values GPC is using (combination \$5.00 Buydown, plus \$1.00/\$2.00 coupons) in order to clean up their product due to their new packaging transition.</p>	UNITS	GM CASES	Style 100	18,000	Style Menthol 100	3	Style Box 100	360,000	Style Box 100	60	Style Menthol Box 100	16	Style Slim	90,000	Style Slim	222,000	Style Menthol Slim	37		132,002	TOTAL	22		918,000		153		
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MAVERICK EXPANSION	SELECT	INTRODUCTION	SEPTEMBER 22, 1997 NOVEMBER 3, 1997	The Maverick Specials Expansion Program has had the following results to date: MAVERICK SPECIALS MENTHOL (11 Weeks Actual) <table><tr><th>Packaging</th><th>Sales in 0000's</th></tr><tr><td>Men Box</td><td>6,276</td></tr><tr><td>Men Box 100</td><td>6,372</td></tr><tr><td>Lt Men Box</td><td>4,242</td></tr><tr><td>Lt Men Box 100</td><td>4,332</td></tr><tr><td>Total</td><td>21,222</td></tr></table> MAVERICK SPECIALS - NON-MENTHOL (5 Weeks Actual) <table><tr><th>Packaging</th><th>Sales in 0000's</th></tr><tr><td>King</td><td>2,008</td></tr><tr><td>Lt King</td><td>2,154</td></tr><tr><td>Box</td><td>4,524</td></tr><tr><td>Lt Box</td><td>3,948</td></tr><tr><td>100</td><td>2,412</td></tr><tr><td>Lt 100</td><td>2,010</td></tr><tr><td>Total</td><td>17,856</td></tr></table>	Packaging	Sales in 0000's	Men Box	6,276	Men Box 100	6,372	Lt Men Box	4,242	Lt Men Box 100	4,332	Total	21,222	Packaging	Sales in 0000's	King	2,008	Lt King	2,154	Box	4,524	Lt Box	3,948	100	2,412	Lt 100	2,010	Total	17,856
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