

KEY PROJECTS

PROJECT	SCOPE	DESCRIPTION	KEY DATE(S)	COMMENTS/STATUS																																
STYLE EXIT PLAN	NATIONAL	DISCONTINUATION	IMMEDIATELY	<p>As of December 3, 1997, we had the following full revenue quantities in the Public Distributing Warehouses:</p> <table border="1"> <thead> <tr> <th></th> <th>UNITS</th> <th>OM CASES</th> </tr> </thead> <tbody> <tr> <td>Style 100</td> <td>18,000</td> <td>3</td> </tr> <tr> <td>Style Menthol 160</td> <td>360,000</td> <td>69</td> </tr> <tr> <td>Style Box 100</td> <td>96,000</td> <td>16</td> </tr> <tr> <td>Style Menthol Box 100</td> <td>90,000</td> <td>15</td> </tr> <tr> <td>Style Slim</td> <td>223,000</td> <td>37</td> </tr> <tr> <td>Style Menthol Slim</td> <td>132,000</td> <td>22</td> </tr> <tr> <td>TOTAL</td> <td>918,000</td> <td>153</td> </tr> </tbody> </table> <p>This is -36,434,000 (\$19.50/case) units less than last month. The Baydown @ \$5.00 has assisted greatly in moving product into wholesale. Retail and through is doing well @ \$5.00, however is slowed due to the higher than normal volume GPC is using (combination \$5.00 Baydown, plus \$1.00/\$2.00 coupons) in order to clean up their product due to their new packaging transition.</p>		UNITS	OM CASES	Style 100	18,000	3	Style Menthol 160	360,000	69	Style Box 100	96,000	16	Style Menthol Box 100	90,000	15	Style Slim	223,000	37	Style Menthol Slim	132,000	22	TOTAL	918,000	153								
	UNITS	OM CASES																																		
Style 100	18,000	3																																		
Style Menthol 160	360,000	69																																		
Style Box 100	96,000	16																																		
Style Menthol Box 100	90,000	15																																		
Style Slim	223,000	37																																		
Style Menthol Slim	132,000	22																																		
TOTAL	918,000	153																																		
MAVERICK EXPANSION	SELECT	INTRODUCTION	SEPTEMBER 22, 1997 NOVEMBER 3, 1997	<p>The Maverick Special Expansion Program has had the following results to date:</p> <table border="1"> <thead> <tr> <th colspan="2">MAVERICK SPECIALS MENTHOL (13 Weeks Actual)</th> </tr> <tr> <th>Packline</th> <th>Sales in (\$000)</th> </tr> </thead> <tbody> <tr> <td>Men Bar</td> <td>6,276</td> </tr> <tr> <td>Men Box 100</td> <td>6,372</td> </tr> <tr> <td>Lt Men Bar</td> <td>4,242</td> </tr> <tr> <td>Lt Men Box 100</td> <td>5,332</td> </tr> <tr> <td>Total</td> <td>21,222</td> </tr> </tbody> </table> <table border="1"> <thead> <tr> <th colspan="2">MAVERICK SPECIALS - NOR-MENTHOL (5 Weeks Actual)</th> </tr> <tr> <th>Packline</th> <th>Sales in (\$000)</th> </tr> </thead> <tbody> <tr> <td>King</td> <td>2,808</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> </tbody> </table>	MAVERICK SPECIALS MENTHOL (13 Weeks Actual)		Packline	Sales in (\$000)	Men Bar	6,276	Men Box 100	6,372	Lt Men Bar	4,242	Lt Men Box 100	5,332	Total	21,222	MAVERICK SPECIALS - NOR-MENTHOL (5 Weeks Actual)		Packline	Sales in (\$000)	King	2,808	Lt King	2,154	Box	4,524	Lt Box	3,948	100	2,412	Lt 100	2,010	Total	17,856
MAVERICK SPECIALS MENTHOL (13 Weeks Actual)																																				
Packline	Sales in (\$000)																																			
Men Bar	6,276																																			
Men Box 100	6,372																																			
Lt Men Bar	4,242																																			
Lt Men Box 100	5,332																																			
Total	21,222																																			
MAVERICK SPECIALS - NOR-MENTHOL (5 Weeks Actual)																																				
Packline	Sales in (\$000)																																			
King	2,808																																			
Lt King	2,154																																			
Box	4,524																																			
Lt Box	3,948																																			
100	2,412																																			
Lt 100	2,010																																			
Total	17,856																																			

PAGE 1 OF 3

12/03/97

KEY PROJECTS

95917084