

	SPENDING						SHARE OF		
	2001	2001	2001	2001	1st Half	2nd Half	2001	2001	2001
	Plan A	Pln A-10	Plan B	Pln B-27	Plan B-10	Plan B-27	Plan A	Pln A-10	Plan B
Industry x RJR	189.0	56.7	189.0	85.2	28.0	57.2	70.4%	67.6%	69.1%
Camel	30.3	9.1	30.3	14.0	\$4.6	\$9.4	11.3%	10.8%	11.1%
Winston	27.3	8.2	27.3	12.5	\$4.1	\$8.4	10.2%	9.8%	10.0%
Salem	6.5	5.6	11.5	9.1	\$3.7	\$5.4	2.4%	6.7%	4.2%
Doral	14.3	4.3	14.3	6.6	\$2.1	\$4.4	5.3%	5.1%	5.2%
Eclipse	1.2		1.2	1.2	\$0.6	\$0.6	0.4%	0.0%	0.4%
Total RJR	79.6	27.2	84.6	43.3	\$15.1	\$28.2	29.6%	32.4%	30.9%
Total Industry	268.6	83.9	273.6	128.5	43.0	85.5	100.0%	100.0%	100.0%
	268.6								
Marlboro	77	23.1	77.0	35.2	\$11.6	\$23.6	28.7%	27.5%	28.1%
Newport	12.8	3.8	12.8	5.8	\$1.9	\$3.9	4.8%	4.6%	4.7%
Kool	19.0	6.7	19.0	10.0	\$3.3	\$6.7	7.1%	7.9%	6.9%
Basic	19.0	5.7	19.0	8.7	\$2.9	\$5.8	7.1%	6.8%	6.9%
GPC	0.0	0.0	0.0	0.0	\$0.0	\$0.0	0.0%	0.0%	0.0%
Other*	61.2	18.4	61.2	26.8	\$8.8	\$18.0	22.8%	21.9%	22.4%
Assumptions:									
RJR current planned print									
PM brands Q4 2000 X 4 quarters to calculate 2001									
Salem 10 state 85% of Print in 10 states									
Salem 27 state 75% of print in 27 States.(nation ROP, inserts regional plus local print)									
Plan A is national SOV									
Plan A-10 is SOV in 10 states									
Plan B is Expansion Plan									
Plan B-27 is SOV in 10 States 1st half; 27 states 2nd half									
1st Half B-10 is 1st Half SOV in 10 states									
2nd Half B-27 is 2nd Half SOV in 27 states									

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[illegible]

**Cell: H4**

**Comment:** Joan Williard:

**Cell: C7**

**Comment:** Joan Williard:

includes 2.1 accrued as part of 96 budget for jan mag, part of 97 "voice"

**Cell: I9**

**Comment:** Joan Williard:

assumes that 85% of Salem's print spending is in 10 states; some books are national

**Cell: K9**

**Comment:** Joan Williard:

total year; 1st half 10 states, 2nd half 27 states

**Cell: Q9**

**Comment:** Joan Williard:

85% of 1st half print spending in 10 states

**Cell: R9**

**Comment:** Joan Williard:

75% of 2nd half print spending in 27 states

**Cell: C16**

**Comment:** Joan Williard:

Doral, Basic & GPC print spending. Source: 97 final comp report

**Cell: F19**

**Comment:** Joan Williard:

based on 3 qtrs @ 27.6(average of 1&q2); Q4 reduced by 30%

000000003D18F00D.xlsSALEM SOV Print Only

RJR1025044492

70008 5686

Source: <https://www.industrydocuments.ucsf.edu/docs/gjhh0221>

**Cell: F21**

**Comment:** Joan Williard:

1st half x 2 plus \$5mm for new campaign introduced in 2nd half

**Cell: I21**

**Comment:** Joan Williard:

Kool heavies up in local print in menthol markets; 35% of print into 30% of pop.

**Cell: R21**

**Comment:** Joan Williard:

assumes 70% of print \$\$ in 61.4% of US due to local print in menthol markets

**Cell: F22**

**Comment:** Joan Williard:

based on 3 qtrs flat, reference comp rpt for 1st half; q4 is 30% reduction

**Cell: F23**

**Comment:** Joan Williard:

Estimate for print reduced. Neither LHC nor RJRT Media has seen evidence of print activity in 2000

**Cell: F24**

**Comment:** Joan Williard:

includes Cambridge estimated at \$15mm

					SPENDING					\$
		<u>2001</u>	<u>10 state</u>	<u>2001</u>	<u>2001</u>	<u>1st Half</u>	<u>2nd Half</u>	<u>2001</u>	<u>10 state</u>	<u>2001</u>
		Plan A	Pln A-10	Plan B	Plan B-27	Pln B-10	Pln B-27	Plan A	Pln A-10	Plan B
Industry xRJR		216.4	64.1	216.4	\$105.7	\$34.6	\$71.1	70.2%	66.8%	69.0
Camel		\$ 36.6	\$ 10.5	\$ 36.6	\$16.7	\$5.5	\$11.2	11.9%	10.9%	11.7
Winston		\$ 27.3	\$ 8.2	\$ 27.3	\$12.5	\$4.1	\$8.4	8.9%	8.6%	8.7
Salem		\$ 11.4	\$ 8.5	\$ 16.8	\$13.4	\$4.6	\$8.8	3.7%	8.9%	5.4
Doral		\$ 15.4	\$ 4.6	\$ 15.4	\$7.0	\$2.3	\$4.7	5.0%	4.8%	4.9
Eclipse		\$ 1.2		\$ 1.2	\$0.0				0.0%	0.4
Total RJR		\$ 91.9	31.8	97.3	\$49.6	\$16.5	\$33.1	29.8%	33.2%	31.0
Total Industry		\$308.3	\$95.9	\$313.7	\$155.3	\$51.1	\$104.2	100.0%	100.0%	100.0
Marlboro		\$ 88.0	\$ 26.4	\$ 88.0	\$40.2	\$13.2	\$27.0	28.5%	27.5%	28.1
Newport		\$ 12.8	\$ 3.8	\$ 12.8	\$5.8	\$1.9	\$3.9	4.2%	4.0%	4.1
Kool		\$ 28.4	\$ 9.9	\$ 28.4	\$20.3	\$6.6	\$13.7	9.2%	10.3%	9.1
Basic		\$ 21.4	\$ 6.4	\$ 21.4	\$9.8	\$3.2	\$6.6	6.9%	6.7%	6.8
GPC		\$ 1.0		\$ 1.0	\$0.0			0.3%	0.0%	0.3

PROJ98.XLS

RJR1025044492  
70008 5688

Source: <https://www.industrydocuments.ucsf.edu/docs/qjhh0221>

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<b>2nd Half</b>
<b>Pln B-27</b>
68.2%
10.7%
8.1%
8.4%
4.5%
0.0%
31.8%
100.0%
25.9%
3.7%
13.1%
6.3%
0.0%

PROJ98.XLS

RJR1025044492  
70008 5689

Source: <https://www.industrydocuments.ucsf.edu/docs/gjhh0221>

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Other*		\$64.8	\$17.6	\$64.8	\$29.6	\$9.7	\$19.9	21.0%	18.4%	20.7
Assumptions:										
RJR current planned print										
Marlboro flat*										
Remainder of industry +2% over 99*										
*based on information published in trades and conversations with industry representatives										
Signage assumes RJR as currently planned										
Competitive signage based on competitive intelligence from LHC										
Total of 12M units for PM, 8M Marlboro, 3M Basic and 1M Va Slims										
Total of 9.7M units for B&W, 80% GPC, 20% Kool										

19.1%

PROJ98.XLS

RJR1025044492  
70008 5691

**Cell: L4**

**Comment:** Joan Williard:

All numbers except Salem and Kool are 30% of 1st half projection; Salem is planned; Kool is 35% of projection

**Cell: M4**

**Comment:** Joan Williard:

all numbers except salem and kool are 61.4% of 2nd half; Salem is planned; Kool is 70% of projection for 2nd half

**Cell: R4**

**Comment:** Joan Williard:

All numbers except Salem and Kool are 30% of 1st half projection; Salem is planned; Kool is 35% of projection

**Cell: S4**

**Comment:** Joan Williard:

all numbers except salem and kool are 61.4% of 2nd half; Salem is planned; Kool is 70% of projection for 2nd half

**Cell: F5**

**Comment:** Joan Williard:

signage based on Q1 competitive less RJRT times 4 for total year

**Cell: C9**

**Comment:** this includes \$1.9mm accrued in 96 but was "voice" in 97, and \$2.1 for january 98 magazines that was part of 97 bu

**Cell: F9**

**Comment:** Joan Williard:

Includes \$2.6mm allocated to 99 budget but had "voice" in 2000

**Cell: D10**

**Comment:** includes 4.2 accrued for jan 98 mags

**Cell: F11**

**Comment:** Joan Williard:

Includes \$510M charged to 99 budget; but had "voice" in 2000

**Cell: M11**

PROJ98.XLS

RJR1025044492  
70008 5692

Source: <https://www.industrydocuments.ucsf.edu/docs/gjhh0221>

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**Comment:** Joan Williard:  
see print sheet for assumptions; all signage in 27 states

**Cell:** E17

**Comment:** Joan Williard:  
Amount shown on final report, less Doral shown on final, plus Doral actual

**Cell:** F20

**Comment:** Joan Williard:  
Q1 competitive x 4 quarters, assuming 12 month contracts

**Cell:** F22

**Comment:** Joan Williard:  
based on lhc's projections for signage, Kool has taken over most of B&W inventory

**Cell:** G22

**Comment:** Joan Williard:  
assumes 45% of Kool signage in 10 states

**Cell:** I22

**Comment:** Joan Williard:  
Assumes 45% of Kool's signage is in 10 states

**Cell:** L22

**Comment:** Joan Williard:  
35% of print and signage spending

**Cell:** M22

**Comment:** Joan Williard:  
70% of Kools signage and print in 27 states

**Cell:** F24

PROJ98.XLS

RJR1025044492  
70008 5693

Source: <https://www.industrydocuments.ucsf.edu/docs/gjhh0221>

52791 5922

**Comment:** Joan Williard:  
.8mm of signs; per lhc projection

PROJ98.XLS

RJR1025044492  
70008 5694

Source: <https://www.industrydocuments.ucsf.edu/docs/gjhh0221>

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