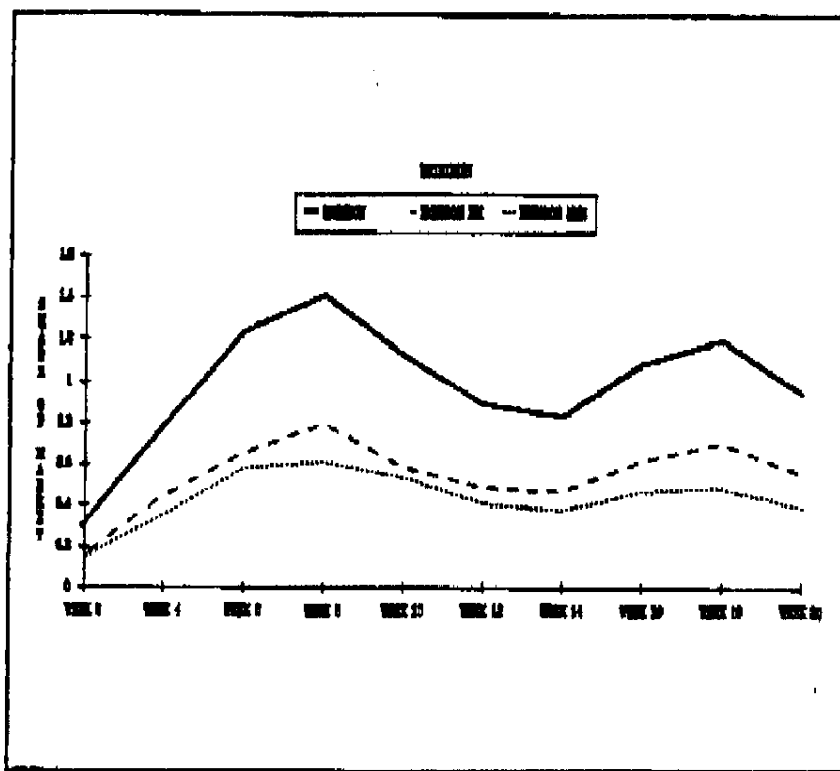


EXHIBIT 3

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- In the full priced sector, Total HORIZON'S share of market declined from 1.37% in DTS week 18 to 1.09% in DTS week 20. HORIZON'S Non-Menthol share declined from 0.80 share points in DTS week 18 to 0.64 share points in DTS week 20. HORIZON'S Menthol share similarly declined from 0.57 share points in DTS week 18 to 0.45 share points in DTS week 20.
- HORIZON'S share of market in supermarkets and small food stores 0.91 and 1.50 respectively, is stable in DTS week 20 from levels reported in DTS week 18. HORIZON'S share of market in pack action outlets is down, however, in DTS week 20. In pack action outlets, HORIZON'S share is 0.89 points, down from 1.27 points in DTS week 18. The decline is significant at the 80% confidence level.
- Distribution in total outlets is 89%. Reported SIS distribution remains at 93%. Distribution levels in individual outlet types show minor fluctuations from levels reported in DTS week 18.
- Competitive brand shares show small fluctuations from the previous period. Total Merit is down 0.24 share points. Total Virginia Slims and Total Benson & Hedges are up 0.22 and 0.94 share points respectively.

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