

2060247648

Estimated Annual Impact of Taking Circle K off Retail Masters

	Circle K Volume (Cartons)	Best Case			Worst Case		
	52 weeks ending 4/20/96	Volume Change	Expected Volume	Lost Volume	Volume Change	Expected Volume	Lost Volume
Industry	22,976,649	0%	22,976,649	0	-5%	21,827,817	(1,148,832)
PM	9,700,063		9,525,011	(175,052)		8,682,856	(1,017,207)
Marlboro	7,805,243	-2%	7,649,138	(156,105)	-10%	7,024,719	(780,524)
PM Premium < Marlboro	1,298,617	0%	1,298,617	0	-9%	1,181,741	(116,876)
Basic	473,671	-4%	454,724	(18,947)	-24%	359,990	(113,681)
PM Discount < Basic	122,532	0%	122,532	0	-5%	116,405	(6,127)
PM Share	42.22		41.46	-0.76		39.78	-2.44
Marlboro Share	33.97		33.29	-0.68		32.18	-1.79
Basic Share	2.06		1.98	-0.08		1.65	-0.41