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**From:** PMUSA MI Information Delivery  
**Sent:** Tuesday, April 03, 2007 4:56 PM  
**To:** Apollonio, Steve; Auchmoody, Blake; Bach, Sherrie M.; Baculis, Michelle C.; Baldaino, Marlene M.; Barone, Paul F.; Bauersachs, Ryan K.; Begley, Jody L.; Benner, Kevin P. (PM USA); Beran, Dave R.; Bergmann, Sven; Blake, Kenya A.; Bryant, Samantha Castanet; Camilleri, Louis; Campbell, Jen P. (PM USA); Ciaramella, Philippe; Clark, Shannon R.; Cosby, Mary; Crosthwaite, Kevin C.; Cruise, Mark R.; D'Ambrosia, Vanessa; de Castro, Jose; De Masi, Paula; Devitre, Dinyar; Deyerle, June; DL PMUSA FSF RVPs (Auto); DL PMUSA NY Marketing Information & Planning; Farley, Burke; Fernandez, Pascal A. (PMUSA); Fisher, Georgia; Florez-Estrada, James; Gibbs, Zane P.; Gifford, Bill F.; Gordon, Mary A.; Hale, Katie; Hallenberg, Shea; Hawes, Eric A.; Haycox, Laura D.; Hunt, Elizabeth (Lisa); Irving, Stacy (Contractor); Johnson, Craig A. (PMUSA); Johnston, Rhonda J.; Keane, Denise; Kelker, Kristina M.; Kenny, Michael; Kuzemchak, Robert F.; Livigni, Michael; Lund, Nancy B.; Maguire, Denis W.; Margolis, Gerald P.; Martin, Larry; Mattingly, Todd; Mills, Warren; Montgomery, Gaye; Neese, Michael; Nelson, John R. "Jack"; Nidmarty, Uma; Padilla, Ramon S.; Pan, John; Paoli, Peter P.; Patel, Vaishali A.; Quigley, Brian; Rafferty, Michael J.; Reynolds, Roy W. (Contractor); Rolland, Rodger W.; Rolli, Nicholas; Roman, Veronica A.; Sampson, Steve F.; Sanchez, Anthony; Sarmiento, Jeanne; Sarmiento, Roberto M.; Schuyler, Brian H.; Schweighofer, Kenneth; Sears, Robert F.; Sharpe, David H.; Spivack, Eric D.; Steele, Harry; Stokes, Susan P.; Tefel, Chris (Chrysalis); Thompson, Gregory L.; Timmons, Danielle C.; Watkins, Kristen S.; Webster, Ross M.; Wilson, Ann; Wrisberg, Chad D.  
**Subject:** Retail Performance Report w/e 03-24-07

Enclosed please find the link to the Retail Performance Reports.

<http://edms.pmu.com/edms/livelink.exe?func=ll&objId=58718091&objAction=browse&sort=name>

#### **Retail Performance Report - Week Ending 3/24/07**

- PM USA's weekly share was 51.1%, up +0.5pp vs. week-ago. The Focus on Four brands offered a \$0.40/pack off-invoice promotional allowance. Marlboro and Basic offered \$0.10/pack reward funds in CMO2 and CMO3 accounts and \$0.15/pack reward funds in CMO4 and CMO5 accounts. Marlboro Medium, Marlboro Blend No. 27, Marlboro Menthol FF and Marlboro Menthol 72mm ran B1G1 product promotions. Marlboro Medium, Marlboro Blend No. 27, Marlboro Menthol Lts and Marlboro Milds ran B2G1 product promotions. Parliament ran B1G1 and B2G1 product promotions in select markets.
- Marlboro's share was 41.5%, up +0.5pp vs. week-ago. Marlboro Menthol's share was up +0.3pp vs. week-ago to 5.1%. Marlboro Medium's share was up +0.2pp vs. week-ago to 3.0%. Marlboro Blend No. 27's share was up +0.1pp vs. week-ago to 0.7%. Parliament's and Virginia Slims' shares were unchanged vs. week-ago at 1.9% and 2.2%, respectively. Basic's share was down -0.1pp vs. week-ago to 4.0%.
- Reynolds Tobacco's share was down -0.3pp vs. week-ago to 28.9%. Camel Filter's and Kool's shares were each down -0.1pp vs. week-ago to 7.2% and 3.3%, respectively. Pall Mall Discount's share was unchanged vs. week-ago at 2.0%. Winston's share was down -0.1pp vs. week-ago to 3.8%. Salem's share was up +0.1pp vs. week-ago to 2.0%. Doral's share was unchanged vs. week-ago at 4.2%.
- Lorillard's share was down -0.1pp vs. week-ago to 9.4%. Newport's share was down -0.1pp vs. week-ago to 8.4%.

- The discount category's share was down -0.1pp vs. week-ago to 25.1%. The major manufacturers' branded discount share was down -0.1pp vs. week-ago to 13.8%. The deep discount segment's share was unchanged vs. week-ago at 11.3%.

**If you have questions regarding this report, please contact Bruce Neidle, Market Information and Consumer Research/Business Analysis at 804-484-8540. Thank you.**