

(1Q25SHIP

1997-12

(INCLUDES FREE GOODS)
(INCLUDES DIVESTED SHIPMENTS)

BROWN & WILLIAMSON TOBACCO CORPORATION

DAILY BRAND STYLE SHIPMENT ANALYSIS

12/18/97 17:59:26.7



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BROWN AND WILLIAMSON TOBACCO CORPORATION

AFTER INVOICES DATED FRIDAY DEC.19,1997

FULL REVENUE

BRAND STYLE	TOTAL SHIPMENTS TODAY	ACCUMULATED SHIPMENTS THIS WEEK	ACCUMULATED SHIPMENTS THIS MONTH	ACCUMULATED SHIPMENTS THIS YEAR	AVG. DAILY SHIPMENTS 5 DAY MOVING AVG	AVG. DAILY SHIPMENTS 20 DAY MOVING AVG
BARC BOX	222	1,085	3,294	56,132	219	213
BARC KINGS	546	2,850	8,922	158,253	670	572
BARC LONGS	498	2,181	6,902	114,706	436	433
TOTAL BARCLAY	1,266	6,126	19,118	329,091	1,225	1,223
BELAIR KINGS	918	5,136	15,072	260,359	1,027	966
BELAIR 100S	534	2,916	8,388	147,436	583	541
TOTAL BELAIR	1,452	8,052	23,460	407,795	1,610	1,507
CAPRI	3,444	15,150	46,056	788,872	3,030	3,004
CAPRI MENTH	2,508	11,286	35,028	597,123	2,257	2,287
CAPRI 120'S	2,890	12,846	38,653	659,516	2,565	2,531
CAP 120 MEN	2,250	9,300	28,572	487,836	1,860	1,869
CAPRI ULTRA 100	1,332	5,556	17,898	299,548	1,111	1,165
CAPRI UL MN 100	1,014	3,642	11,369	183,117	728	741
TOTAL CAPRI	13,428	57,780	177,566	3,026,112	11,556	11,587
CARLTON MEN KG	894	4,878	14,588	254,987	976	967
CARLTON MN 100S	870	4,368	13,542	221,832	874	870
CARLTON 100S BX	6,348	27,660	81,960	1,448,231	5,532	5,283
CARLTON FIL 100	5,268	24,192	71,940	1,288,813	4,838	4,637
CARLTON MEN 100	1,992	10,416	30,852	536,772	2,083	2,000
CARLTON UL BOX	0	36	138	2,202	7	8
CARLTON 120'S	1,932	9,630	28,338	483,502	1,926	1,838
CARLTON MN 120S	966	3,978	11,634	203,370	796	765
CARLTON KS BX	504	2,472	7,218	123,929	484	463
CARLTON KG	3,396	17,664	52,536	933,474	3,633	3,402
CARLTON MN KG B	84	336	1,038	18,615	67	66
TOTAL CARLTON	22,254	105,630	313,883	5,526,718	21,126	20,308
KOOL FLP BOX	8,694	50,867	168,247	2,553,299	10,173	11,352
KOOL KINGS	22,668	89,228	317,464	5,767,866	19,646	21,022
KOOL LONGS	7,980	37,091	121,855	2,300,700	7,416	8,165
KOOL MLD KG	6,132	27,762	90,318	1,620,086	5,552	5,913
KOOL NON-FILTER	249	1,272	3,810	66,248	254	246
KOOL MLD 100	1,614	8,676	28,200	479,746	1,735	1,799
KOOL LT KGS	960	4,944	15,618	274,513	989	1,059
KOOL LT 100S	702	4,086	12,552	222,960	817	828
KOOL MLD BOX	3,060	16,254	54,853	835,455	3,251	3,638
KOOL ULTLT KG	636	3,506	11,424	191,512	721	743
KOOL ULT 100	756	3,618	11,466	191,912	724	745
KOOL 100'S BOX	3,288	22,392	80,658	1,095,451	4,478	5,321
KOOL WILD BX 100	1,152	6,132	20,796	320,041	1,226	1,352
TOTAL KOOL	57,891	285,928	936,292	15,918,790	57,186	62,183
LUCKY STRIKE PL	3,924	19,416	58,284	1,008,228	3,883	3,790
LUCKY STR KG BX	18	222	670	14,831	44	50
LCK STR CH KGBX	0	6	72	36	1	4
LS LT KG BOX	6	120	504	10,402	24	29
LUCKY ST DISP	13	167	291	2,126	33	20
TOTAL LUCKY STRIKE	3,961	19,931	59,961	1,036,684	3,886	3,884
PALL MALL NF KG	13,380	69,816	212,278	3,716,358	13,963	13,828
PALL MALL 100'S	2,484	12,318	37,896	699,075	2,563	2,470
PALL MALL LT100	90	390	1,230	22,446	78	75
PALL MALL RD 85	86	462	1,554	34,262	92	106
PALL MALL RD100	66	378	1,110	22,820	76	71

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(SHIPMENTS IN M'S/LBS.)

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FULL REVENUE

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TOTAL PALL MALL	16,116	83,862	254,068	4,494,962	16,772	16,550
RALEIGH KING	534	2,982	8,916	162,664	596	595
RALEIGH LONG	378	2,010	6,368	114,038	402	415
RALEIGH PLN	102	423	1,377	22,446	85	87
RALEIGH LTKG	69	336	1,029	18,156	67	66
RALEIGH LTLG	48	228	848	13,562	46	51
TOTAL RALEIGH	1,131	5,979	18,538	330,565	1,196	1,204
SILVA THIN 100B	150	720	2,010	36,481	144	132
SILVA TN MN100B	54	246	846	12,606	49	54
TOTAL SILVA THINS	204	966	2,856	49,087	193	186
SE 555 LT KG BX	20	400	840	8,910	80	49
STATE EX 555KG	530	2,350	9,020	161,388	470	588
SE 555 INYL-US	0	190	530	8,880	38	32
TOTAL STATE EXPRESS	550	2,940	10,490	178,178	588	669
TALL 120'S	108	498	1,644	28,020	100	108
TALL MN 120'S	18	132	312	4,679	26	19
TOTAL TALL	126	630	1,956	32,699	126	127
H TAREYTON KGS	24	204	822	14,069	41	55
TAREYTON FL KGS	2,508	13,056	40,366	714,046	2,511	2,631
TAREYTON FL 100	2,592	13,032	39,588	719,880	2,606	2,573
TAREYTON LT 100	246	1,134	3,348	58,235	227	212
TAREYTON LT KGS	48	426	1,416	21,479	85	86
TOTAL TAREYTON	5,418	27,852	85,538	1,527,710	5,570	5,557
TOTAL FULL REVENUE	123,797	606,675	1,905,747	32,857,689	121,135	124,995



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AFTER INVOICES DATED FRIDAY DEC.19,1997

VALUE FOR MONEY

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AMERICAN LTS KG	36	120	330	6,678	24	21
AMERICAN FL 85S	0	6	42	1,206	1	3
AMERICAN LT 100	78	300	1,182	23,783	60	74
AMERICAN FF 100	0	36	144	3,162	7	8
TOTAL AMERICAN	114	462	1,698	34,829	92	106
GPC LT KG	5,372	28,902	91,187	1,539,923	5,780	5,912
GPC LT100	9,834	46,330	147,478	2,628,907	9,386	9,547
GPC LTS MEN KG	3,612	17,298	53,674	866,671	3,460	3,470
GPC LTS MEN 100	7,168	36,234	111,024	1,840,818	7,247	7,224
GPC UL KG	3,930	19,396	59,685	876,410	4,000	3,855
GPC UL 100	10,842	50,550	158,280	2,618,174	10,110	10,182
GPC FF KG	11,304	49,133	152,291	2,781,436	9,827	9,887
GPC FF100	12,360	60,251	190,528	3,489,241	12,050	12,322
GPC FF MN KG	3,204	13,362	45,420	746,076	2,792	2,973
GPC FF MN 100	6,102	27,438	85,050	1,413,243	5,488	5,531
GPC NON-FIL KG	4,488	19,470	61,120	987,067	3,894	3,927
GPC FF KG BOX	9,528	43,074	132,939	2,182,049	8,615	8,620
GPC LT KG BOX	5,094	22,175	70,428	1,102,965	4,435	4,548
GPC FF BOX 100S	9,546	46,513	147,649	2,304,678	9,303	9,504
GPC LT BOX 100S	6,672	29,718	94,914	1,422,502	5,944	6,114
GPC MEN UL KING	810	3,954	12,042	182,928	791	793
GPC MEN UL 100S	2,412	11,207	34,613	534,686	2,241	2,258
GPC MED KS BOX	3,528	13,812	46,162	387,031	2,762	2,894
GPC MED 100S BX	4,320	17,142	54,521	426,667	3,428	3,419
TOTAL GPC	121,116	557,763	1,748,206	28,320,362	111,553	112,979
MALIBU LTS 100S	0	0	0	2,424	0	0
MALIBU UL 100'S	0	0	0	1,866	0	0
MALIBU LT MN100	0	0	0	3,018	0	0
TOTAL MALIBU	0	0	0	7,307	0	0
MISTY SL LT 120	5,322	25,631	78,308	1,314,670	5,126	5,053
MISTY SLLTBX100	3,696	17,472	51,755	871,656	3,434	3,373
MISTY SLFFBX100	842	3,336	9,882	182,754	667	658
MISTY SLMBX100	2,772	13,740	42,210	737,234	2,748	2,760
MISTY SLLMBX100	4,032	19,140	57,888	1,069,392	3,828	3,762
MIST SLFFMBX100	522	2,562	8,538	151,238	572	563
MIST SLMBX100	3,288	15,918	48,198	826,248	3,184	3,128
MIST SL LMBX120	4,812	23,916	74,021	1,256,110	4,783	4,634
TOTAL MISTY SLIMS	25,086	122,013	370,802	6,489,302	24,403	24,130
MTCLAIR FF KG B	0	0	0	14,033	0	0
MTCLAIR LT KG B	0	0	0	16,086	0	0
MONTCLAIR FF KG	0	0	0	68,066	0	0
MONTCLAIR LT KG	0	0	0	76,222	0	0
MONTCLAIR LM 83	0	0	0	34,618	0	0
MONTCLAIR FF100	0	0	0	175,746	0	0
MONTCLAIR LT100	0	0	0	213,875	0	0
MTCLAIR LTM 100	0	0	0	110,067	0	0
MTCLAIR FFM 100	0	0	0	25,365	0	0
MONTCLAIR UL KG	0	0	0	31,833	0	0
MONTCLAIR UL 100	0	0	0	169,780	0	0
TOTAL MONTCLAIR	0	0	0	935,691	0	0
PRIME FF 100	444	2,832	8,784	184,146	566	580
PRIME FF KG BOX	120	672	2,004	39,634	134	134



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PRIME FF FIL KG	276	1,704	5,954	117,287	341	391
PRIME NF KG ELP	192	1,176	3,540	65,927	235	230
PRIME LT 100ELP	444	2,856	8,242	157,525	571	534
PRIME LT MN 100	285	2,040	6,684	118,442	408	426
PRIME LT KG BOX	72	444	1,512	28,040	89	38
PRIME LT KG ELP	132	1,236	4,080	84,722	247	273
PRIME LT MN KG	120	1,548	4,484	47,638	130	165
PRIME UL 100ELP	336	1,980	6,336	113,231	386	404
PRIME FF MN 100	156	1,152	4,080	74,216	230	268
PRIME FF MN KG	72	684	2,160	40,482	137	143
PRIME UL KG ELP	24	384	1,248	23,627	77	85
TOTAL PRIME	2,676	17,808	57,108	1,086,917	3,562	3,730
PRIVATE FF 100	1,464	5,840	17,052	366,257	1,188	1,095
PRIVATE FF KGBX	444	1,452	5,280	102,583	290	347
PRIVATE ST KING	1,344	4,884	13,205	281,130	977	858
PRIVATE NON FIL	756	2,868	7,650	139,118	574	470
PRIVATE LT 100S	1,296	5,658	16,800	341,301	1,114	1,094
PRIVATE L M 100	1,080	4,608	12,852	242,176	822	811
PRIVATE LT KG B	372	1,584	4,488	81,828	317	272
PRIVATE LT KGS	900	3,456	10,078	209,269	691	658
PRIVATE LT M KG	588	1,800	5,000	114,160	360	391
PRIVATE UL 100S	848	4,620	11,904	227,357	924	764
PRIVATE FF M100	324	1,944	5,580	97,101	389	338
PRIVATE FF M KG	336	1,320	4,260	76,762	264	287
PRIVATE UL KGS	288	864	2,772	52,305	173	173
TOTAL PRIVATE STOCK	10,140	40,908	117,830	2,331,336	8,182	7,549
RAL EXTRA KINGS	315	1,641	4,530	85,911	328	292
RAL EXTRA 100'S	303	1,539	4,701	94,384	308	310
RAL EXT LT KG	249	1,041	2,946	56,658	208	192
RAL EXT LT 100S	330	1,425	4,632	91,106	285	297
RAL EXT L M 100	42	213	639	11,517	43	39
RAL EXT NON-FIL	48	294	800	16,647	59	54
RAL EXT UL 100S	63	375	1,029	20,340	75	66
TOTAL RALEIGH EXTRA	1,350	6,528	19,377	376,563	1,306	1,249
RICH F100 20	42	324	1,071	20,136	65	67
RICH FF M KG	90	480	1,398	24,771	96	90
RICH FF M100	63	252	759	13,362	50	49
RICH FF K 20	36	378	924	16,911	76	58
TOTAL RICHLAND 20'S	231	1,434	4,162	75,180	287	265
RIVIERA FF MNKG	0	0	0	1,380	0	0
RIVIERA MN 100S	0	0	0	1,955	0	0
RIVIERA MN KGBX	0	0	0	2,340	0	0
RIVIERA MN100BX	0	0	0	4,122	0	0
TOTAL RIVIERA	0	0	0	9,797	0	0
SPECIAL FF 100B	0	0	0	228	0	0
SPECIAL MN 100B	0	0	0	294	0	0
SPECIAL FF KG B	0	0	0	318	0	0
SPECIAL LT KG B	0	0	0	240	0	0
TOTAL SPECIAL	0	0	0	1,080	0	0
SUMMIT FF 100'S	300	1,332	4,116	87,624	266	256
SUMMIT FF KINGS	240	1,032	3,192	61,499	206	201



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SUMMIT LT 100'S	228	1,260	3,780	78,786	252	242
SUMMIT LTS KGS	156	756	2,232	45,693	151	149
SUMMIT UL 100'S	216	1,260	3,480	64,588	252	212
SUMMIT LT H 100	204	896	2,828	53,485	199	183
SUMMIT FF HN100	48	228	900	21,611	46	58
SUMMIT LT HN KG	24	120	756	16,584	24	46
SUMMIT FF HN KG	72	312	936	18,444	62	58
SUMMIT NF KINGS	60	432	1,140	24,876	86	74
SUMMIT FF KG BX	60	180	432	9,492	36	31
SUMMIT LT KG BX	36	156	396	7,632	31	24
SUMMIT UL LT KG	72	300	912	17,964	60	62
TOTAL SUMMIT	1,716	8,384	25,200	508,279	1,673	1,595
VIC KING GEN	4,740	22,872	72,570	1,300,877	4,574	4,752
VIC 100S GEN	3,114	16,048	47,849	863,671	3,010	3,083
VIC LT KG GN	822	4,548	14,189	268,420	910	928
VIC LT100 GN	1,272	5,832	17,520	325,136	1,166	1,129
VIC KG BOX LP	558	2,844	8,502	152,211	569	551
VIC LT KG BX LP	129	792	2,577	45,057	158	165
VICEROY ULT 100	132	501	1,817	30,023	100	99
TOTAL VICEROY LP	10,767	52,437	164,824	2,985,396	10,487	10,706
TOTAL VALUE FOR MONEY	173,196	807,717	2,509,195	43,181,057	161,543	162,309



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NEW BRANDS

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LS CHSPRML KGBX	0	0	42	60	0	3
TOTAL LUCKY STRIKE	0	0	42	60	0	3
TOTAL NEW BRANDS	0	0	42	60	0	3
TOTAL CIGARETTE	296,893	1,413,392	4,414,984	76,038,806	282,678	287,307



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FULL REVENUE

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BUGLER PAPER	36	164	502	8,162	33	33
BUG PREM TUBES	59	221	577	6,467	44	34
TOTAL BUGLER PAPERS	95	385	1,079	14,619	77	67
TOTAL FULL REVENUE	95	385	1,079	14,619	77	67
TOTAL PAPERS	95	385	1,079	14,619	77	67



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BLD HOUND REG	77	499	1,702	26,466	100	83
BLD HOUND THK	536	2,863	7,960	128,229	573	494
TOTAL BLOOD HOUND	613	3,362	9,662	154,694	672	587
RD JUICE THK	0	148	443	7,332	30	28
TOTAL RED JUICE	0	148	443	7,332	30	28
SN CURED THK	92	1,330	3,398	56,219	266	222
TOTAL SUN CURED	92	1,330	3,398	56,219	266	222
TOTAL FULL REVENUE	705	4,839	13,503	218,246	968	836
TOTAL PLUG	705	4,839	13,503	218,246	968	836



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BUGLER PKT.	6,973	25,196	73,580	1,112,663	5,039	4,469
BUGLER MED	4,550	19,139	49,048	726,131	3,828	3,004
BUG MED COMP	2,385	10,224	35,303	503,216	2,045	2,013
BUGLER KIT CAN	32	89	365	5,711	20	13
BUG MEN COMP KIT	6	6	18	636	1	1
BUG PRE REFL KIT	0	0	0	6,588	0	0
BUG MN REFL KIT	0	0	0	144	0	0
BUGLER MACH	0	0	0	-12	0	0
TOTAL BUGLER	13,945	54,683	158,313	2,355,076	10,933	9,506
BUG PRE RYO MCH	22	51	106	1,099	10	7
TOTAL BUGLER PAPERS	22	51	106	1,099	10	7
GOLDMARK MED	103	549	1,502	16,933	110	90
TOTAL GOLDMARK	103	549	1,502	16,933	110	90
KITE PKT	913	3,851	14,139	203,978	772	823
KITE MED	410	2,228	6,647	98,204	446	395
TOTAL KITE	1,322	6,089	20,786	302,182	1,218	1,218
TOTAL FULL REVENUE	15,392	61,352	180,706	2,675,291	12,270	10,821



BROWN AND WILLIAMSON TOBACCO CORPORATION



(IQ25SHIP-2) 1997-12-19
(INCLUDES FREE GOODS)
(INCLUDES DIVESTED SHIPMENTS)

BROWN & WILLIAMSON TOBACCO CORPORATION
DAILY BRAND STYLE SHIPMENTS ANALYSIS
(SHIPMENTS IN M'S/LBS.)
AFTER INVOICES DATED FRIDAY DEC. 19, 1997

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VALUE FOR MONEY

BRAND STYLE	TOTAL SHIPMENTS TODAY	ACCUMULATED SHIPMENTS THIS WEEK	ACCUMULATED SHIPMENTS THIS MONTH	ACCUMULATED SHIPMENTS THIS YEAR	AVG. DAILY SHIPMENTS 5 DAY MOVING AVG	AVG. DAILY SHIPMENTS 20 DAY MOVING AVG
GOLDMARK	0	82	187	3,627	16	9
GOLDMARK INS CN	212	306	932	16,839	61	61
GOLDMARK PP	20	84	198	2,386	17	13
TOTAL GOLDMARK	231	472	1,317	22,852	94	83
TOTAL VALUE FOR MONEY	231	472	1,317	22,852	94	83



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NEW BRANDS

BRAND STYLE	TOTAL SHIPMENTS TODAY	ACCUMULATED SHIPMENTS THIS WEEK	ACCUMULATED SHIPMENTS THIS MONTH	ACCUMULATED SHIPMENTS THIS YEAR	AVG. DAILY SHIPMENTS 5 DAY MOVING AVG	AVG. DAILY SHIPMENTS 20 DAY MOVING AVG
BUG PREM FL DIS	0	0	0	632	0	0
BUGPREM CTR DIS	0	0	45	726	0	2
TOTAL BUGLER	0	0	45	1,358	0	2
KITE MED COMPOS	594	1,719	5,562	85,698	344	330
TOTAL KITE	594	1,719	5,562	85,698	344	330
TOTAL NEW BRANDS	594	1,719	5,607	87,066	344	332
TOTAL ROLL YOUR OWN	16,218	63,543	187,630	2,785,198	12,709	11,236

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DAILY BRAND STYLE SHIPMENTS ANALYSIS
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FULL REVENUE

BRAND STYLE	TOTAL SHIPMENTS TODAY	ACCUMULATED SHIPMENTS THIS WEEK	ACCUMULATED SHIPMENTS THIS MONTH	ACCUMULATED SHIPMENTS THIS YEAR	AVG. DAILY SHIPMENTS 5 DAY MOVING AVG	AVG. DAILY SHIPMENTS 20 DAY MOVING AVG
T ROSE PK CN	300	2,142	6,334	107,132	428	420
T ROSE #5 CN	405	3,167	7,432	110,083	633	452
T ROSE #5 QL	49	436	1,378	19,489	87	91
T ROSE #8 CN	39	2,596	4,994	98,239	520	355
TOTAL TUBE ROSE	793	8,343	20,128	335,002	1,669	1,317
TOTAL FULL REVENUE	793	8,343	20,128	335,002	1,669	1,317
TOTAL SNUFF	793	8,343	20,128	335,002	1,669	1,317

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BROWN & WILLIAMSON TOBACCO CORPORATION
DAILY BRAND STYLE SHIPMENTS ANALYSIS
(SHIPMENTS IN M'S/LBS.)

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AFTER INVOICES DATED FRIDAY DEC. 19, 1997

FULL REVENUE

BRAND STYLE	TOTAL SHIPMENTS TODAY	ACCUMULATED SHIPMENTS THIS WEEK	ACCUMULATED SHIPMENTS THIS MONTH	ACCUMULATED SHIPMENTS THIS YEAR	AVG. DAILY SHIPMENTS 5 DAY MOVING AVG	AVG. DAILY SHIPMENTS 20 DAY MOVING AVG
ISL TRD REGULAR	0	135	387	9,342	27	25
ISL TRD AROMAT	9	81	342	7,641	16	23
TOTAL ISLAND TRADER	9	216	729	16,983	43	47
SWR REG PKT	878	3,699	9,963	161,543	740	607
SWR LARGE	1,428	4,977	11,876	182,372	995	744
SWR AROM PKT	142	1,181	4,178	44,258	236	254
SWR AROM LG	95	809	2,016	41,558	162	129
SWR SP MX LG	0	53	116	2,163	11	7
TOTAL SIR WALTER	2,542	10,718	28,148	432,186	2,144	1,741
TOTAL FULL REVENUE	2,551	10,934	28,877	449,179	2,187	1,789
TOTAL SMOKING TOBACCO	2,551	10,934	28,877	449,179	2,187	1,789