

REPT ID : STFR254
 DATE : 04/01/93
 TIME : 09.26

SALESTRAK WORLDWIDE MILITARY REPORT SYSTEM
 REPORT OF WORLDWIDE MILITARY SALES VOLUME
 ALL CUSTOMERS
 TOTAL WORLDWIDE MILITARY
 ALL BRANDS
 ALL TRADE CLASSES

AREA	MONTH				YEAR-TO-DATE			
	03/93	03/92	% CHANGE	% TOTAL WORLDWIDE	THRU 03/93	THRU 03/92	% CHANGE	% TOTAL WORLDWIDE
TOTAL DOMESTIC MILITARY	440,294	431,992	1.9	77.4	1,176,644	1,405,254	-16.3	76.8
U.S.A.	436,536	425,225	2.7	76.8	1,163,769	1,385,841	-16.0	75.9
SHIPS AFLOAT (TAX PAID)	3,758	6,767	-44.5	.7	12,875	19,413	-33.7	.8
TOTAL OVERSEAS MILITARY	128,424	173,687	-26.1	22.6	356,169	396,167	-10.1	23.2
SHIPS AFLOAT (TAX FREE)	4,416	7,446	-40.7	.8	15,654	28,290	-44.7	1.0
EUROPE/MIDDLE EAST/ AFRICA	76,716	115,518	-33.6	13.5	226,812	264,030	-14.1	14.8
ASIA/AUSTRALIA	35,502	39,912	-11.0	6.2	86,154	70,542	22.1	5.6
LATIN AMERICA	11,784	10,770	9.4	2.1	27,570	33,150	-16.8	1.8
CLAIMS/UNCLAIMED GOODS	6	29	-79.3	.0	-21	29	-172.4	.0
UNCODED	0	12	-100.0	.0	0	126	-100.0	.0
TOTAL WORLDWIDE	568,718	605,679	-6.1	100.0	1,532,813	1,801,421	-14.9	100.0

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SALESTRAK OVERSEAS MILITARY REPORT SYSTEM
MONTHLY / Y-T-D COMPARISON (000)
TOTAL OVERSEAS MILITARY
ALL CUSTOMERS
ALL TRADE CLASSES

BRAND NAME	MAR 93	MAR 92	VOL DIFF	% CHNG	Y-T-D 93	Y-T-D 92	Y-T-D DIFF	Y-T-D % CHNG
	192	138	54	39.13	426	330	96	29.09
MARLBORO KING BOX	31,086	53,200	-22,114	-41.57	109,560	121,678	-12,118	-9.96
MARLBORO KSF SP	15,189	25,241	-10,052	-39.82	44,776	60,758	-15,981	-26.30
MARLBORO 85 (25)	0	0	0	.00	0	0	0	.00
TOT MARL RED	46,275	78,441	-32,166	-41.01	154,336	182,436	-28,099	-15.40
MARLBORO 100 BOX	1,854	3,090	-1,236	-40.00	7,170	7,764	-594	-7.65
MARLBORO 100 SP	4,440	3,314	1,126	33.98	7,212	8,250	-1,038	-12.58
TOTAL MARL 100	6,294	6,404	-110	-1.72	14,382	16,014	-1,632	-10.19
MARLBORO LTS 85 BOX	12,571	16,008	-3,437	-21.47	32,875	34,704	-1,829	-5.27
MARLBORO LTS 85 SP	14,040	17,797	-3,757	-21.11	36,408	39,093	-2,685	-6.87
TOT MARL LTS 85	26,611	33,805	-7,194	-21.28	69,283	73,797	-4,514	-6.12
MARLBORO LTS 100 SP	3,786	5,934	-2,148	-36.20	10,614	13,248	-2,634	-19.88
MARLBORO LTS 100 BOX	2,610	2,550	60	2.37	5,688	7,494	-1,806	-24.09
TOT MARL LTS 100	6,396	8,484	-2,088	-24.61	16,302	20,742	-4,440	-21.40
TOT MARL LTS NM	33,007	42,289	-9,282	-21.95	85,585	94,539	-8,954	-9.47
MARLBORO LTS 100 M BOX	60	102	-42	-41.18	30	318	-288	-90.57
MARLBORO LTS 85 MEN BOX	306	198	108	54.55	666	444	222	50.00
TOT MARL LTS MEN BOX	366	300	66	22.00	696	762	-66	-8.66
MARLBORO FF MEN SP	276	318	-42	-13.21	960	546	414	75.82
TOT MARL MEN FF/LTS	642	618	24	3.88	1,656	1,308	348	26.61
MARLBORO MEDIUM KS BOX	5,286	5,328	-42	-.79	11,388	7,272	4,116	56.60
MARLBORO MEDIUM KS SOFT	2,898	3,090	-192	-6.21	6,672	4,650	2,022	43.48
TOT MARLBORO MEDIUM	8,184	8,418	-234	-2.78	18,060	11,922	6,138	51.48
TOT MARLBORO MEDIUM	8,184	8,418	-234	-2.78	18,060	11,922	6,138	51.48
TOTAL MARLBORO	94,402	136,170	-41,768	-30.67	274,020	306,218	-32,199	-10.51
B + H 100 BOX	126	108	18	16.67	432	288	144	50.00
B + H 100 SP	1,590	2,191	-601	-27.42	4,086	5,173	-1,087	-21.02
TOT B&H GOLD	1,716	2,299	-583	-25.35	4,518	5,461	-943	-17.27
B + H 100 GREEN BOX	150	192	-42	-21.88	438	444	-6	-1.35
B + H 100 GREEN SP	3,187	2,856	330	11.57	6,012	7,014	-1,002	-14.29
TOT B&H GREEN	3,337	3,048	288	9.46	6,450	7,458	-1,008	-13.52
TOT B&H GOLD/GRN	5,053	5,347	-294	-5.51	10,968	12,920	-1,952	-15.11
B + H LTS 100 SP	468	1,530	-1,062	-69.41	1,290	5,316	-4,026	-75.73
B+H LTS 100 MEN SP	858	2,070	-1,212	-58.55	3,132	5,000	-1,868	-37.36
TOT B&H LTS	1,326	3,600	-2,274	-63.17	4,422	10,316	-5,894	-57.13
B+H ULT LTS REG BOX	876	2,134	-1,258	-58.93	2,862	4,168	-1,306	-31.32
B+H ULT LTS MEN BOX	493	1,368	-875	-63.99	1,123	3,162	-2,039	-64.48

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SALESTRAK OVERSEAS MILITARY REPORT SYSTEM
MONTHLY / Y-T-D COMPARISON (000)
TOTAL OVERSEAS MILITARY
ALL CUSTOMERS
ALL TRADE CLASSES

BRAND NAME	MAR 93	MAR 92	VOL DIFF	% CHNG	Y-T-D 93	Y-T-D 92	Y-T-D DIFF	Y-T-D % CHNG
TOT B&H ULT LTS	1,369	3,502	-2,133	-60.91	3,986	7,330	-3,345	-45.63
TOTAL B+H	7,748	12,449	-4,701	-37.77	19,376	30,566	-11,190	-36.61
MERIT 85 SP	1,410	1,848	-438	-23.70	3,648	4,602	-954	-20.74
MERIT 85 BOX	882	678	204	30.09	2,148	2,580	-432	-16.74
MERIT 85 MEN SP	168	12	156	100.00	324	90	234	100.00
TOTAL MERIT 85	2,460	2,538	-78	-3.07	6,120	7,272	-1,152	-15.85
MERIT 100 REG SP	816	354	462	100.00	1,836	1,206	630	52.24
MERIT 100 MEN SP	12	6	6	100.00	72	6	66	100.00
TOTAL MERIT 100	828	360	468	100.00	1,908	1,212	696	57.43
TOTAL MERIT PARENT	3,288	2,898	390	13.46	8,028	8,484	-456	-5.38
MERIT ULTRA LTS 85 BOX	36	0	36	100.00	72	0	72	100.00
MERIT ULTRA LTS 85 SP	786	912	-126	-13.82	2,064	2,256	-192	-8.51
MERIT ULTRA LTS 85 MEN	36	12	24	100.00	78	12	66	100.00
TOT MERIT ULTS 85	858	924	-66	-7.14	2,214	2,268	-54	-2.38
MERIT ULTRA LTS 100 REG	396	0	396	100.00	750	12	738	100.00
MERIT ULTRA LTS 100 MEN	18	12	6	50.00	42	12	30	100.00
TOT MERIT ULTS 100	414	12	402	100.00	792	24	768	100.00
TOT MERIT ULTRA LTS	1,272	936	336	35.90	3,006	2,292	714	31.15
TOTAL MERIT	4,560	3,834	726	18.94	11,034	10,776	258	2.39
VA SLIMS REG	324	288	36	12.50	864	1,062	-198	-18.64
VA SLIMS MEN	606	372	234	62.90	1,152	690	462	66.96
TOTAL VS PARENT	930	660	270	40.91	2,016	1,752	264	15.07
VA SLIMS LTS 100 REG	2,058	2,052	6	.29	5,352	4,735	617	13.04
VA SLIMS LTS 100 MEN	3,666	2,772	894	32.26	6,654	5,970	684	11.46
TOTAL VS LTS	5,724	4,824	900	18.66	12,006	10,705	1,302	12.16
VA SLIMS LTS 120 REG	78	54	24	44.44	186	54	132	100.00
VA SLIMS LTS 120 MN	114	24	90	100.00	222	24	198	100.00
TOT VA SLIMS LTS 120	192	78	114	100.00	408	78	330	100.00
VA SLIMS ULT LTS REG	0	0	0	.00	30	0	30	100.00
VA SLIMS ULT LTS MEN	0	6	-6	-100.00	0	6	-6	-100.00
TOT VA SLIMS ULTRAS	0	6	-6	-100.00	30	6	24	100.00
VA SLIMS SUPER SLIMS	24	0	24	100.00	24	0	24	100.00
VA SLIMS SUPER SLIM MEN	0	0	0	.00	0	0	0	.00
TOT VS SUPER SLIMS	24	0	24	100.00	24	0	24	100.00
TOTAL VA. SLIMS	6,870	5,568	1,302	23.39	14,484	12,541	1,944	15.50
PARLIAMENT LTS BOX	78	108	-30	-27.78	360	252	108	42.86
PARLIAMENT LTS SP	780	792	-12	-1.52	1,320	1,410	-90	-6.38
TOT PARL 80/85	858	900	-42	-4.67	1,680	1,662	18	1.08
PARLIAMENT LTS 100 SP	954	2,076	-1,122	-54.05	3,132	2,976	156	5.24
TOTAL PARLIAMENT	1,812	2,976	-1,164	-39.11	4,812	4,638	174	3.75

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SALESTRAK OVERSEAS MILITARY REPORT SYSTEM
MONTHLY / Y-T-D COMPARISON (000)
TOTAL OVERSEAS MILITARY
ALL CUSTOMERS
ALL TRADE CLASSES

BRAND NAME	MAR 93	MAR 92	VOL DIFF	% CHNG	Y-T-D 93	Y-T-D 92	Y-T-D DIFF	Y-T-D % CHNG
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PLAYERS 85 BOX	0	0	0	.00	0	0	0	.00
SARATOGA 120 REG	36	0	36	100.00	84	0	84	100.00
SARATOGA 120 MEN	54	12	42	100.00	72	54	18	33.33
TOTAL SARATOGA	90	12	78	100.00	156	54	102	100.00
CAMBRIDGE FF 85	-30	48	-78	-100.00	-48	114	-162	-100.00
CAMBRIDGE FF 100	204	18	186	100.00	1,062	108	954	100.00
TOT CAMBRIDGE FF	174	66	108	100.00	1,014	222	792	100.00
CAMBRIDGE LTS 85 REG	606	996	-390	-39.16	1,860	1,944	-84	-4.32
CAMBRIDGE LTS 85 MEN	144	210	-66	-31.43	366	480	-114	-23.75
TOT CAMB LTS 85	750	1,206	-456	-37.81	2,226	2,424	-198	-8.17
CAMBRIDGE LTS 100 REG	654	1,068	-414	-38.76	1,596	2,658	-1,062	-39.95
CAMBRIDGE LTS MEN 100	1,260	240	1,020	100.00	906	624	282	45.19
TOT CAMB LTS 100	1,914	1,308	606	46.33	2,502	3,282	-780	-23.77
TOT CAMB LTS	2,664	2,514	150	5.97	4,728	5,706	-978	-17.14
CAMBRIDGE ULTRA 100	516	840	-324	-38.57	1,272	1,992	-720	-36.14
TOTAL CAMBRIDGE	3,354	3,420	-66	-1.93	7,014	7,920	-906	-11.44
ALPINE LTS 85 PU	0	0	0	.00	0	6	-6	-100.00
ALPINE LTS 100 PU	0	0	0	.00	0	-6	6	-100.00
ALPINE LTS SP	0	0	0	.00	0	0	0	.00
ALPINE SP	0	0	0	.00	0	0	0	.00
TOTAL ALPINE PU	0	0	0	.00	0	0	0	.00
AMER VALUE 85 REG	9,397	9,120	277	3.04	24,847	23,124	1,723	7.45
ALPINE KSF	0	0	0	.00	0	0	0	.00
TOTAL	128,425	173,687	-45,262	-26.06	356,169	396,167	-39,998	-10.10

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