

## WEEKLY PERFORMANCE SUMMARY

### WEEKLY INTEGRATED NIELSEN - W/E 4/2/94

Pile

The following report is based on the new Integrated Nielsen weekly panel. Please note, March monthly topline data will be available on Wednesday 4/20/94.

#### ALL OUTLETS COMBINED:

- PM's weekly share was unchanged versus week-ago at 45.7%, with Marlboro's decline offsetting PM's Other Premium brands' gain while PM's Discount brands remained relatively stable week-to-week. On a four-week basis, PM's performance was up +0.1 points versus four weeks-ago.
- Marlboro's share declined -0.1 points versus week-ago to 27.5%, however on a four-week basis, the franchise's performance was up +0.1 points versus four weeks-ago.
- PM's Other Premium brands gained +0.1 points week-to-week, with Benson & Hedges accounting for all of the increase, while PM's Discount brands remained stable versus week-ago, with Basic losses offsetting Cambridge gains.
- RJR's share advanced +0.1 points versus week-ago to 29.5%, with gains by Doral and Camel (+0.1 points each) more than offsetting Winston losses. However on a four-week basis, the company's performance declined -0.2 points versus four weeks-ago, with Winston accounting for the majority of the loss.
- The Discount Category's weekly share increased +0.2 points versus week-ago to 32.5%, likely due to the "first-week-of-the-month-effect." The Branded Discount segment accounted for the majority of the gain, with GPC and Doral experiencing the largest advances week-to-week (+0.1 points each). On a four-week basis, the category's performance remained stable versus four weeks-ago.

#### CONVENIENCE STORES (800 STORES):

- PM's share increased +0.1 points versus week-ago to 47.6%, as gains by Marlboro, Benson & Hedges, and Cambridge were offset declines to Merit, V.Slims and Basic. On a four week basis, PM's share was relatively unchanged versus four weeks ago.
- Marlboro's weekly share was 30.5%, up +0.1 points versus week ago, while the percent of stores with an incentive offer continued to decline (down -5 points during the latest four weeks to 8%).
- B&H's performance was up +0.1 points versus week ago to 2.4% with the brand likely benefiting from increased incidence of incentive offers to 7% of stores (more than doubling during the latest four weeks).
- Cambridge's share increased +0.1 points versus week ago to 1.3% as the incidence of free product offers (primarily B2G1F) reached 9%.
- RJR's share advanced +0.2 points versus week-ago and +0.4 points during the latest two weeks to 28.8%. Weekly advances by Doral (+0.2) and Camel (+0.1) more than offset a Winston decline. On a four week basis, RJR's performance declined -0.1 points versus four weeks ago.
- The Discount Category's weekly share advanced +0.3 points versus week-ago to 33.3%, likely influenced by the "first week of the month effect." On a four week basis the category's share declined -0.1 points versus four weeks ago with Private Label gains, partially offsetting declines by the Branded Discount segment (-0.5).

2045046965

# BENCHMARKS

## NIELSEN DATA W/E 4/2/94

### ALL OUTLETS COMBINED:

- All benchmarks are favorable with the exception of Basic's Share of Discount.

BENCHMARKS - TOTAL US					
WEEKLY INTEGRATED NIELSEN					
	Target	Benchmarks*	4 w/e 2-Apr	Current vs. Benchmark	
Philip Morris	44.2	44.5(lower limit)	45.7	1.2	Favorable
Marlboro	25.7	26.3(lower limit)	27.5	1.2	Favorable
OPB	8.8	8.9 (lower limit)	9.1	0.2	Favorable
Virginia Slims	2.7	2.7 (lower limit)	2.9	0.2	Favorable
Benson & Hedges	2.5	2.5 (lower limit)	2.6	0.1	Favorable
Merit	2.8	2.8 (lower limit)	2.9	0.1	Favorable
Parliament	0.6	0.6 (lower limit)	0.6	0.0	Favorable
Basic Shr. of Disc. (SOC)	15.1	14.5(lower limit)	14.2	0.3	Unfavorable
Discount Category	34.5	+2.0 Pts. (upper limit)**	32.5	2.0	Favorable
Private Label	8.5	9.0 (upper limit)	7.9	1.1	Favorable

\* Revised to reflect 1994 First Revised Forecast.

\*\* Annualized category growth (upper limit) is +2.0 points. First 6 months of 1994 total Discount category cannot exceed 34.5%.

### CONVENIENCE STORES:

- All benchmarks are favorable with the exception of Basic's Share of Discount, Lowest Discount Price and Absolute Price Gap.

BENCHMARKS - TOTAL US					
NIELSEN WEEKLY C-STORE AUDITS (800 STORES)					
	Benchmarks		4 Weeks Ending 2-Apr	Current vs. Benchmark	
Philip Morris	45.2	(lower limit)	47.7	2.5	Favorable
Marlboro	28.2	(lower limit)	30.5	2.3	Favorable
OPB	7.7	(lower limit)	8.0	0.3	Favorable
Virginia Slims	2.3	(lower limit)	2.3	0.0	Favorable
Benson & Hedges	2.2	(lower limit)	2.3	0.1	Favorable
Merit	2.6	(lower limit)	2.7	0.1	Favorable
Parliament	0.4	(lower limit)	0.4	0.0	Favorable
Basic - Shr. of Discount	16.3	(lower limit)	15.0	1.3	Unfavorable
Discount Category	+2.0 Pts.	(upper limit)*	33.3	1.6	Favorable
Private Label	10.2	(upper limit)	9.6	0.6	Favorable
Lowest Disc. Price **	\$1.34	(lower limit)	\$1.33	\$0.01	Unfavorable
Absolute Price Gap ***	\$0.57	(upper limit)	\$0.58	\$0.01	Unfavorable

\* Annualized category growth (upper limit) is +2.0 points. First 6 months of 1994 total Discount category cannot exceed 34.9%.

\*\* Source: Nielsen Weekly Pricing Audits (linear average)

\*\*\*Marlboro versus lowest Discount.

2045046966

# WEEKLY PERFORMANCE SUMMARY & BENCHMARKS

## SHIPMENTS W/E 4/15/94

### WEEKLY SHIPMENTS:

- Industry volume for the week was unchanged at 10.2 billion units.
- PM-USA's volume of 4.7 billion units was +88% above last year, +59% above projection and +3% above last week. However, adjusted for McLane's excess purchases this week PM's volume would be slightly above 4 billion units.
- Marlboro Country Store promotional units began shipping this week. The majority will be shipped by early May.
- PM-USA's weekly share increased +1.2 share points to 45.8% reflecting excess direct account purchases for the week.
- Across PM-USA's major competitors, all but Lorillard and Liggett were down versus the prior week's shipments.
- On a 13wm basis, PM-USA's share of 43.9% was -0.4 points below the prior 13 weeks, but remains above second quarter target.

### BENCHMARKS:

- All Shipment benchmarks remain favorable.

BENCHMARKS - TOTAL US SHIPMENTS 13 WEEK MOVING					
	<u>Benchmarks</u>	<u>13 Weeks Ending 15-Apr</u>	<u>Current vs. Benchmark</u>		
Philip Morris	42.0(lower limit)	43.9	1.9	Favorable	
Marlboro	24.9(lower limit)	26.6	1.7	Favorable	
OPB	7.8 (lower limit)	8.3	0.5	Favorable	
Virginia Slims	2.2 (lower limit)	2.4	0.2	Favorable	
Benson & Hedges	2.5 (lower limit)	2.6	0.1	Favorable	
Merit	2.3 (lower limit)	2.4	0.1	Favorable	
Parliament	0.6 (lower limit)	0.6	0.0	Favorable	
Basic - Shr. of Discount	14.2(lower limit)	14.4	0.2	Favorable	
Discount Category	+2.0 Pts. (upper limit)*33.5	**	1.5	Favorable	
Private Label	8.5 (upper limit)	7.0 **	1.5	Favorable	

\* Annualized category growth (upper limit) is +2.0 points. First 6 months of 1994 total Discount category cannot exceed 35.0%.

\*\* Reflects most current data for three months ending February 1994

2045046967

**NIELSEN INTEGRATED DATA  
ALL OUTLETS COMBINED**

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&amp;W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>
Base March 1993	41.51	33.90	10.70	5.92	5.73	2.10
April 2, 1994 (4WM)	<u>45.71</u>	<u>29.42</u>	<u>10.03</u>	<u>6.31</u>	<u>6.38</u>	<u>1.99</u>
	4.20	(4.48)	(0.67)	0.39	0.65	(0.11)

<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>
Base March 1993	61.96	37.70	28.24	9.45
April 2, 1994 (4WM)	<u>67.41</u>	<u>32.47</u>	<u>24.60</u>	<u>7.87</u>
	5.45	(5.23)	(3.64)	(1.58)

<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>
Base March 1993	22.04	9.06	5.61	0.43	3.82
April 2, 1994 (4WM)	<u>27.46</u>	<u>9.12</u>	<u>5.95</u>	<u>0.91</u>	<u>4.26</u>
	5.42	0.06	0.34	0.48	0.44

<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>
Base March 1993	3.24	3.27	4.22	1.72	0.80
April 2, 1994 (4WM)	<u>3.89</u>	<u>3.09</u>	<u>3.95</u>	<u>1.44</u>	<u>0.66</u>
	0.65	(0.18)	(0.27)	(0.28)	(0.14)

<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base March 1993	3.92	2.25	0.52	4.27	0.88	0.93	2.81	3.47	4.48
April 2, 1994 (4WM)	<u>4.62</u>	<u>1.83</u>	<u>0.43</u>	<u>4.67</u>	<u>1.04</u>	<u>1.15</u>	<u>2.01</u>	<u>1.18</u>	<u>4.41</u>
	0.70	(0.42)	(0.09)	0.40	0.16	0.22	(0.80)	(2.29)	(0.07)

<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>
Base March 1993	2.92	5.09	1.02	0.43
April 2, 1994 (4WM)	<u>1.85</u>	<u>4.09</u>	<u>1.09</u>	<u>0.83</u>
	(1.07)	(1.00)	0.07	0.40

Note: In the Nielsen Integrated Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

Source: Nielsen Integrated Panel.

2045046968

**NIELSEN INTEGRATED DATA**  
**ALL OUTLETS COMBINED**

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&amp;W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>
Base July 1993	45.42	32.15	9.81	5.50	5.38	1.62
April 2, 1994 (4WM)	<u>45.71</u>	<u>29.42</u>	<u>10.03</u>	<u>6.31</u>	<u>6.38</u>	<u>1.99</u>
	0.29	(2.73)	0.22	0.81	1.00	0.37

<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>
Base July 1993	64.54	35.31	26.36	8.95
April 2, 1994 (4WM)	<u>67.41</u>	<u>32.47</u>	<u>24.60</u>	<u>7.87</u>
	2.87	(2.84)	(1.76)	(1.08)

<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>
Base July 1993	26.63	8.30	6.10	0.58	3.89
April 2, 1994 (4WM)	<u>27.46</u>	<u>9.12</u>	<u>5.95</u>	<u>0.91</u>	<u>4.26</u>
	0.83	0.82	(0.15)	0.33	0.37

<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>
Base July 1993	3.17	3.01	3.91	1.49	0.68
April 2, 1994 (4WM)	<u>3.89</u>	<u>3.09</u>	<u>3.95</u>	<u>1.44</u>	<u>0.66</u>
	0.72	0.08	0.04	(0.05)	(0.02)

<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base July 1993	4.91	1.94	0.44	4.66	0.83	0.83	2.43	2.26	4.13
April 2, 1994 (4WM)	<u>4.62</u>	<u>1.83</u>	<u>0.43</u>	<u>4.67</u>	<u>1.04</u>	<u>1.15</u>	<u>2.01</u>	<u>1.18</u>	<u>4.41</u>
	(0.29)	(0.11)	(0.01)	0.01	0.21	0.32	(0.42)	(1.08)	0.28

<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>
Base July 1993	2.71	4.91	0.78	0.55
April 2, 1994 (4WM)	<u>1.85</u>	<u>4.09</u>	<u>1.09</u>	<u>0.83</u>
	(0.86)	(0.82)	0.31	0.28

Note: In the Nielsen Integrated Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

Source: Nielsen Integrated Panel.

6969709102

**INTEGRATED NIELSEN PERFORMANCE  
CONVENIENCE STORES  
WEEK ENDING 4/2/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS				Diff vs. Wk ago	4 WEEK ENDINGS				Diff vs. 4w-ago
	Mar-93	Jul-93	Sep-93	Oct-93	Nov-93	Dec-93	Jan-94	Feb-94	3/12	3/19	3/26	4/2		3/12	3/19	3/26	4/2	
Philip Morris	43.22	47.59	46.54	46.52	47.12	47.37	46.89	47.57	47.63	47.80	47.55	47.62	0.07	47.74	47.75	47.62	47.65	-0.03
PM Premium	32.12	36.73	36.57	37.09	37.80	38.18	37.90	38.21	38.35	38.32	38.43	38.53	0.10	38.37	38.38	38.32	38.41	0.13
PM Discount	11.09	10.86	9.97	9.43	9.32	9.19	8.99	9.37	9.28	9.48	9.11	9.09	-0.02	9.37	9.38	9.30	9.24	-0.15
PM Branded Discount	7.54	7.81	7.62	7.20	7.07	6.96	7.10	7.22	6.90	7.07	6.91	6.87	-0.04	7.13	7.08	7.01	6.94	-0.29
PM Private Label	3.56	3.05	2.35	2.22	2.25	2.23	1.89	2.15	2.37	2.41	2.20	2.21	0.01	2.23	2.29	2.29	2.30	0.14
PM Assorted Promo	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R.J. Reynolds	33.88	31.33	31.71	31.42	30.48	29.69	29.63	28.95	28.45	28.44	28.63	28.79	0.16	28.58	28.52	28.54	28.58	-0.08
RJR Premium	15.48	15.61	17.48	17.26	15.97	15.71	15.82	15.68	15.64	15.46	15.70	15.66	-0.04	15.68	15.61	15.63	15.62	-0.06
RJR Discount	18.40	15.72	14.23	14.16	14.51	13.98	13.81	13.27	12.81	12.98	12.93	13.13	0.20	12.90	12.90	12.91	12.96	-0.02
RJR Branded Discount	11.43	9.40	8.33	8.64	8.92	8.45	8.51	7.95	8.09	8.02	7.63	7.81	0.18	8.00	8.00	7.94	7.88	-0.02
RJR Private Label	6.97	6.32	5.90	5.52	5.59	5.53	5.30	5.32	4.72	4.96	5.30	5.32	0.02	4.90	4.90	4.96	5.08	0.00
RJR Assorted Promo	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Brown & Williamson	11.01	9.95	10.23	10.36	10.37	10.54	10.69	10.69	10.57	10.06	10.38	10.36	-0.02	10.58	10.40	10.37	10.34	-0.27
B & W Premium	4.25	3.92	4.01	4.09	4.20	4.19	4.20	4.15	4.10	4.06	4.23	4.03	-0.20	4.12	4.08	4.12	4.11	0.01
B & W Discount	6.77	6.03	6.21	6.27	6.17	6.35	6.49	6.54	6.47	6.01	6.15	6.33	0.18	6.46	6.32	6.25	6.24	-0.25
Lorillard	5.74	5.36	5.71	5.96	6.06	6.33	6.34	6.25	6.41	6.44	6.40	6.22	-0.18	6.32	6.38	6.42	6.37	0.09
Lorillard Premium	5.72	5.26	5.57	5.78	5.87	6.11	6.11	6.03	6.17	6.17	6.12	5.97	-0.15	6.09	6.14	6.16	6.11	0.05
Lorillard Discount	0.02	0.11	0.14	0.18	0.20	0.22	0.23	0.22	0.24	0.28	0.28	0.25	-0.03	0.23	0.24	0.26	0.26	0.04
American Tobacco	4.76	4.62	4.60	4.68	4.86	4.91	5.15	5.25	5.47	5.53	5.48	5.39	-0.09	5.31	5.39	5.43	5.47	0.24
American Premium	2.26	2.09	2.11	2.17	2.18	2.17	2.18	2.15	2.17	2.15	2.18	2.15	-0.03	2.14	2.14	2.15	2.16	0.02
American Discount	2.50	2.53	2.58	2.51	2.67	2.74	2.97	3.09	3.30	3.38	3.31	3.24	-0.07	3.17	3.24	3.28	3.31	0.21
Amer Branded Discount	1.97	1.80	1.84	1.81	1.87	1.79	1.96	1.99	2.18	2.23	2.21	2.12	-0.09	2.08	2.15	2.19	2.18	0.14
Amer Private Label	0.53	0.73	0.74	0.70	0.80	0.95	1.01	1.10	1.12	1.16	1.10	1.12	0.02	1.08	1.09	1.09	1.12	0.06
Liggett	1.37	1.09	1.07	1.02	1.06	1.09	1.25	1.24	1.42	1.67	1.50	1.55	0.05	1.41	1.51	1.56	1.54	0.06
Liggett Premium	0.42	0.34	0.33	0.29	0.30	0.29	0.32	0.28	0.27	0.29	0.29	0.27	-0.02	0.29	0.28	0.29	0.28	0.00
Liggett Discount	0.95	0.75	0.74	0.73	0.75	0.80	0.93	0.96	1.14	1.39	1.21	1.28	0.07	1.12	1.23	1.28	1.25	0.06
Lig Branded Discount	0.38	0.23	0.21	0.22	0.22	0.25	0.19	0.17	0.17	0.18	0.17	0.19	0.02	0.18	0.19	0.18	0.18	-0.12
Lig Private Label	0.57	0.52	0.54	0.51	0.53	0.55	0.74	0.78	0.97	1.21	1.04	1.09	0.05	0.94	1.04	1.09	1.08	0.18
A/O Co-International	0.01	0.05	0.05	0.04	0.05	0.06	0.05	0.06	0.05	0.05	0.06	0.07	0.01	0.05	0.05	0.05	0.05	-0.01

0269409402

Source: Nielsen Integrated Panel.

**INTEGRATED NIELSEN PERFORMANCE  
CONVENIENCE STORES  
WEEK ENDING 4/2/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					Diff vs. Wk-ago	4 WEEK ENDINGS					Diff vs. 4w-ago
	Mar-93	Jul-93	Sep-93	Oct-93	Nov-93	Dec-93	Jan-94	Feb-94	3/12	3/19	3/26	4/2	3/12		3/19	3/26	4/2			
Philip Morris	43.22	47.59	46.54	46.52	47.12	47.37	46.89	47.57	47.63	47.80	47.55	47.62	0.07	47.74	47.75	47.62	47.65	-0.03		
PM Premium-Shr Prem	53.31	57.40	55.30	55.59	56.95	57.22	56.92	57.40	57.45	57.64	57.35	57.78	0.43	57.49	57.55	57.43	57.56	0.10		
PM Discount-Shr Disc	27.92	30.17	29.43	28.33	27.72	27.63	26.90	28.00	27.91	28.29	27.63	27.28	-0.35	28.17	28.15	27.94	27.78	-0.36		
PM Brd Disc-Shr Brd	26.81	30.77	31.29	29.60	28.91	28.99	29.01	29.95	28.70	29.75	29.61	29.16	-0.45	29.62	29.53	29.40	29.30	-0.61		
PM PL-Shr PL	30.60	28.73	24.67	24.87	24.53	24.10	21.11	22.99	25.83	24.74	22.83	22.73	-0.10	24.37	24.60	24.26	24.00	0.51		
Marlboro	24.43	29.66	29.24	29.56	30.11	30.46	29.82	30.31	30.39	30.49	30.45	30.52	0.07	30.48	30.49	30.41	30.46	0.04		
Red	9.12	11.10	11.04	11.10	11.23	11.35	10.94	11.13	11.14	11.29	11.18	11.23	0.05	11.23	11.22	11.21	11.21	0.04		
Medium	1.51	1.83	1.72	1.70	1.68	1.72	1.72	1.71	1.74	1.75	1.70	1.73	0.03	1.72	1.73	1.73	1.73	0.01		
Lights NM	10.91	12.94	12.74	13.03	13.51	13.60	13.39	13.70	13.79	13.74	13.85	13.80	-0.05	13.77	13.80	13.75	13.80	0.03		
Menthol	0.69	1.11	1.09	1.08	1.08	1.10	1.11	1.11	1.10	1.08	1.10	1.11	0.01	1.11	1.10	1.09	1.10	-0.01		
Other PM Premium	7.70	7.07	7.32	7.53	7.69	7.72	8.07	7.90	7.97	7.82	7.98	8.01	0.03	7.89	7.89	7.92	7.95	0.08		
Benson & Hedges	2.20	2.09	2.13	2.18	2.24	2.23	2.30	2.23	2.34	2.24	2.30	2.43	0.13	2.25	2.27	2.28	2.33	0.12		
Merit	2.68	2.30	2.44	2.52	2.56	2.58	2.78	2.72	2.70	2.69	2.73	2.68	-0.05	2.70	2.69	2.71	2.70	-0.01		
Virginia Slims	2.27	2.13	2.19	2.27	2.30	2.32	2.40	2.36	2.36	2.31	2.38	2.32	-0.06	2.36	2.35	2.35	2.34	-0.01		
Parliament	0.40	0.41	0.41	0.42	0.44	0.44	0.45	0.45	0.44	0.44	0.43	0.44	0.01	0.45	0.45	0.45	0.44	-0.01		
Saratoga	0.09	0.08	0.08	0.08	0.09	0.09	0.08	0.09	0.08	0.08	0.08	0.08	0.00	0.08	0.08	0.08	0.08	-0.01		
Cambridge	1.46	1.38	1.31	1.27	1.30	1.31	1.30	1.24	1.20	1.23	1.26	1.31	0.05	1.22	1.23	1.23	1.25	0.02		
Alpine	0.40	0.34	0.37	0.36	0.34	0.34	0.33	0.31	0.31	0.32	0.33	0.30	-0.03	0.30	0.30	0.31	0.31	0.01		
Bristol	0.51	0.30	0.29	0.27	0.23	0.23	0.23	0.21	0.20	0.20	0.19	0.19	0.00	0.22	0.21	0.21	0.20	-0.02		
Basic	4.89	5.59	5.47	5.14	5.01	4.94	5.10	5.32	5.04	5.04	5.02	4.91	-0.11	5.23	5.15	5.06	5.00	-0.32		
PM Private Label	3.56	3.05	2.35	2.22	2.25	2.23	1.89	2.15	2.37	2.41	2.20	2.21	0.01	2.23	2.29	2.29	2.30	0.14		
R.J. Reynolds	33.88	31.33	31.71	31.42	30.48	29.69	29.63	28.95	28.45	28.44	28.63	28.79	0.16	28.58	28.52	28.54	28.58	-0.08		
RJR Premium-Shr Prem	25.69	24.39	26.44	25.88	24.05	23.54	23.76	23.56	23.43	23.25	23.42	23.49	0.07	23.49	23.41	23.42	23.40	-0.14		
RJR Discount-Shr Disc	46.31	43.66	42.01	42.54	43.16	42.01	41.32	39.68	38.53	38.72	39.20	39.41	0.21	38.80	38.73	38.80	38.97	0.07		
Brown & Williamson	11.01	9.95	10.23	10.36	10.37	10.54	10.69	10.69	10.57	10.06	10.38	10.36	-0.02	10.58	10.40	10.37	10.34	-0.27		
B & W Premium-Shr Prem	7.05	6.12	6.07	6.13	6.33	6.28	6.30	6.24	6.14	6.11	6.31	6.05	-0.26	6.18	6.12	6.18	6.15	-0.03		
B & W Discount-Shr Disc	17.03	16.76	18.34	18.84	18.35	19.08	19.42	19.55	19.46	17.91	18.64	18.99	0.35	19.42	18.97	18.79	18.75	-0.69		
Lorillard	5.74	5.36	5.71	5.96	6.06	6.33	6.34	6.25	6.41	6.44	6.40	6.22	-0.18	6.32	6.38	6.42	6.37	0.09		
Lorillard Premium-Shr Prem	9.49	8.22	8.42	8.66	8.84	9.17	9.18	9.06	9.24	9.27	9.14	8.96	-0.18	9.12	9.20	9.23	9.15	0.05		
Lorillard Discount-Shr Disc	0.05	0.30	0.42	0.55	0.58	0.65	0.68	0.66	0.73	0.83	0.84	0.75	-0.09	0.69	0.73	0.78	0.79	0.13		
American Tobacco	4.76	4.62	4.69	4.68	4.86	4.91	5.15	5.25	5.47	5.53	5.48	5.39	-0.09	5.31	5.39	5.43	5.47	0.24		
American Premium-Shr Prem	3.75	3.26	3.19	3.26	3.29	3.25	3.27	3.24	3.25	3.23	3.25	3.22	-0.03	3.21	3.21	3.22	3.24	0.03		
American Discount-Shr Disc	6.29	7.04	7.61	7.54	7.95	8.23	8.89	9.25	9.93	10.10	10.02	9.73	-0.29	9.53	9.74	9.86	9.94	0.66		
Liggett	1.37	1.09	1.07	1.02	1.06	1.09	1.25	1.24	1.42	1.67	1.50	1.55	0.05	1.41	1.51	1.56	1.54	0.06		
Liggett Premium-Shr Prem	0.69	0.53	0.50	0.44	0.46	0.44	0.48	0.42	0.41	0.43	0.44	0.40	-0.04	0.43	0.43	0.43	0.42	-0.01		
Liggett Discount-Shr Disc	2.40	2.08	2.19	2.19	2.24	2.40	2.79	2.86	3.44	4.14	3.66	3.84	0.18	3.38	3.68	3.83	3.77	0.19		

Source: Nielsen Integrated Panel.

2045046971

**INTEGRATED TOP 25 PERFORMANCE  
CONVENIENCE STORES  
WEEK ENDING 4/2/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS				Diff vs. Wk-ago	4 WEEK ENDINGS				Diff vs. 4w-ago
	Mar-93	Jul-93	Sep-93	Oct-93	Nov-93	Dec-93	Jan-94	Feb-94	3/12	3/19	3/26	4/2		3/12	3/19	3/26	4/2	
Marlboro	24.43	29.66	29.24	29.56	30.11	30.46	29.82	30.31	30.39	30.49	30.45	30.52	0.07	30.48	30.49	30.41	30.46	0.04
Winston	5.16	5.89	7.53	7.20	5.84	5.63	5.65	5.71	5.49	5.41	5.54	5.40	-0.14	5.60	5.52	5.50	5.46	-0.20
Winston Select	0.51	0.65	2.84	2.56	1.19	0.98	1.04	1.20	1.05	1.08	1.04	0.96	-0.08	1.12	1.09	1.07	1.03	-0.13
Winston Select Lights	0.00	0.08	1.65	1.66	0.71	0.58	0.62	0.74	0.63	0.65	0.62	0.56	-0.06	0.68	0.66	0.65	0.62	-0.09
Winston \$.40/\$4.00 Off	0.00	0.10	0.06	0.04	0.03	0.02	0.02	0.01	0.01	0.00	0.01	0.00	-0.01	0.01	0.01	0.01	0.01	0.00
Winston \$.20/\$2.00 Off	0.00	0.00	0.02	0.13	0.32	0.34	0.26	0.17	0.12	0.13	0.10	0.11	0.01	0.14	0.14	0.13	0.11	-0.04
Basic	4.89	5.59	5.47	5.14	5.01	4.94	5.10	5.32	5.04	5.04	5.02	4.91	-0.11	5.23	5.15	5.06	5.00	-0.32
Doral	3.36	3.50	3.46	3.78	3.94	3.70	3.71	3.72	4.12	4.01	3.93	4.15	0.22	3.92	3.97	3.99	4.05	0.27
GPC	4.95	4.44	4.65	4.68	4.67	4.91	5.03	5.08	5.11	4.72	4.86	5.06	0.20	5.07	4.96	4.94	4.94	-0.13
Camel	4.27	4.34	4.46	4.47	4.52	4.55	4.61	4.50	4.68	4.59	4.68	4.82	0.14	4.59	4.61	4.64	4.69	0.16
Camel Filters	3.66	3.78	3.87	3.90	3.94	3.98	4.06	3.96	4.15	4.06	4.16	4.30	0.14	4.06	4.09	4.12	4.17	0.18
Camel Special Lights	0.12	0.62	0.56	0.55	0.54	0.55	0.75	0.66	0.60	0.62	0.65	0.80	0.15	0.62	0.62	0.62	0.67	0.03
Camel Non-Filter	0.61	0.55	0.58	0.57	0.58	0.56	0.54	0.55	0.52	0.53	0.52	0.52	0.00	0.53	0.52	0.52	0.52	-0.02
Salem	3.70	3.33	3.43	3.53	3.52	3.52	3.47	3.47	3.47	3.46	3.44	3.45	0.01	3.48	3.48	3.46	3.46	-0.02
Newport	3.90	3.74	4.06	4.21	4.26	4.50	4.39	4.45	4.53	4.58	4.53	4.44	-0.09	4.50	4.54	4.55	4.52	0.03
Kool	3.39	3.13	3.22	3.27	3.36	3.35	3.29	3.26	3.22	3.18	3.34	3.15	-0.19	3.23	3.20	3.24	3.22	-0.01
Virginia Slims	2.27	2.13	2.19	2.27	2.30	2.32	2.40	2.36	2.36	2.31	2.38	2.32	-0.06	2.36	2.35	2.35	2.34	-0.01
Merit	2.68	2.30	2.44	2.52	2.56	2.58	2.78	2.72	2.70	2.69	2.73	2.68	-0.05	2.70	2.69	2.71	2.70	-0.01
Benson & Hedges	2.20	2.09	2.13	2.18	2.24	2.23	2.30	2.23	2.34	2.24	2.30	2.43	0.13	2.25	2.27	2.28	2.33	0.12
Monarch	4.08	3.34	2.99	3.22	3.47	3.29	3.36	2.89	2.80	2.81	2.58	2.55	-0.03	2.82	2.81	2.75	2.68	-0.17
Cambridge	1.46	1.38	1.31	1.27	1.30	1.31	1.30	1.24	1.20	1.23	1.26	1.31	0.05	1.22	1.23	1.23	1.25	0.02
Vantage	1.41	1.20	1.21	1.23	1.24	1.18	1.23	1.18	1.21	1.21	1.22	1.18	-0.04	1.20	1.20	1.22	1.21	0.02
Best Value	2.88	1.64	1.14	0.95	0.86	0.87	0.87	0.81	0.71	0.72	0.67	0.66	-0.01	0.77	0.75	0.73	0.69	-0.08
Carlton	0.89	0.85	0.85	0.89	0.90	0.88	0.90	0.88	0.90	0.90	0.92	0.92	0.00	0.88	0.89	0.89	0.91	0.03
Kent	0.88	0.81	0.81	0.81	0.77	0.76	0.78	0.73	0.72	0.74	0.71	0.72	0.01	0.72	0.73	0.73	0.72	-0.01
Pall Mall	0.85	0.77	0.78	0.79	0.79	0.80	0.79	0.79	0.78	0.78	0.78	0.77	-0.01	0.78	0.77	0.77	0.78	0.00
Misty	0.75	0.77	0.83	0.84	0.86	0.84	0.90	0.88	0.89	0.92	0.92	0.85	-0.07	0.88	0.89	0.90	0.89	0.00
Viceroy	0.97	0.84	0.83	0.85	0.84	0.83	0.87	0.84	0.82	0.82	0.80	0.78	-0.02	0.82	0.82	0.81	0.80	-0.03
Montclair	0.90	0.84	0.83	0.81	0.88	0.82	0.95	1.01	1.20	1.22	1.18	1.18	0.00	1.11	1.17	1.19	1.19	0.13
Now	0.46	0.41	0.41	0.41	0.41	0.41	0.42	0.40	0.42	0.37	0.39	0.40	0.01	0.40	0.40	0.40	0.40	0.00
Capri	0.50	0.50	0.50	0.54	0.57	0.57	0.64	0.64	0.62	0.63	0.65	0.62	-0.03	0.64	0.62	0.63	0.63	-0.01
More	0.47	0.43	0.44	0.41	0.42	0.41	0.43	0.42	0.38	0.40	0.42	0.40	-0.02	0.40	0.40	0.40	0.40	-0.02

\* Top 25 based on All Outlets Combined.



**INTEGRATED DISCOUNT PERFORMANCE  
CONVENIENCE STORES  
WEEK ENDING 4/2/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Sep-93	Oct-93	Nov-93	Dec-93	Jan-94	Feb-94	3/12	3/19	3/26	4/2	Diff vs. Wk-ago	3/12	3/19	3/26	4/2	Diff vs. 4w-ago
<b>PRIVATE LABEL</b>																		
PM PL	3.56	3.05	2.35	2.22	2.25	2.23	1.89	2.15	2.37	2.41	2.20	2.21	0.01	2.23	2.29	2.29	2.30	0.14
RJR PL	6.97	6.32	5.90	5.52	5.59	5.53	5.30	5.32	4.72	4.96	5.30	5.32	0.02	4.90	4.90	4.96	5.08	0.00
American PL	0.53	0.73	0.74	0.70	0.80	0.95	1.01	1.10	1.12	1.16	1.10	1.12	0.02	1.08	1.09	1.09	1.12	0.06
Liggett PL	0.57	0.52	0.54	0.51	0.53	0.55	0.74	0.78	0.97	1.21	1.04	1.09	0.05	0.94	1.04	1.09	1.08	0.18
Total PL	11.63	10.62	9.53	8.94	9.17	9.27	8.94	9.35	9.18	9.74	9.63	9.74	0.11	9.16	9.32	9.44	9.58	0.39
<b>PL Share of Segment</b>																		
PM PL	30.60	28.73	24.67	24.87	24.53	24.10	21.11	22.99	25.83	24.74	22.83	22.73	-0.10	24.37	24.60	24.26	24.00	0.51
RJR PL	59.93	59.52	61.96	61.69	60.97	59.69	59.29	56.88	51.43	50.94	55.00	54.60	-0.40	53.49	52.53	52.58	53.03	-2.21
American PL	4.57	6.87	7.76	7.78	8.72	10.24	11.29	11.75	12.18	11.88	11.41	11.49	0.08	11.83	11.72	11.59	11.73	0.23
Liggett PL	4.90	4.88	5.62	5.66	5.78	5.97	8.31	8.38	10.56	12.44	10.75	11.18	0.43	10.30	11.14	11.57	11.24	1.46
<b>BRANDED DISCOUNT</b>																		
Basic	4.89	5.59	5.47	5.14	5.01	4.94	5.10	5.32	5.04	5.04	5.02	4.91	-0.11	5.23	5.15	5.06	5.00	-0.32
Best Value	2.88	1.64	1.14	0.95	0.86	0.87	0.87	0.81	0.71	0.72	0.67	0.66	-0.01	0.77	0.75	0.73	0.69	-0.08
Monarch	4.08	3.34	2.99	3.22	3.47	3.29	3.36	2.89	2.80	2.81	2.58	2.55	-0.03	2.82	2.81	2.75	2.68	-0.17
GPC	4.95	4.44	4.65	4.68	4.67	4.91	5.03	5.08	5.11	4.72	4.86	5.06	0.20	5.07	4.96	4.94	4.94	-0.13
Raleigh Extra	0.63	0.60	0.58	0.59	0.53	0.51	0.51	0.54	0.46	0.40	0.41	0.42	0.01	0.50	0.47	0.43	0.42	-0.09
Doral	3.36	3.50	3.46	3.78	3.94	3.70	3.71	3.72	4.12	4.01	3.93	4.15	0.22	3.92	3.97	3.99	4.05	0.27
Cambridge	1.46	1.38	1.31	1.27	1.30	1.31	1.30	1.24	1.20	1.23	1.26	1.31	0.05	1.22	1.23	1.23	1.25	0.02
Viceroy	0.97	0.84	0.83	0.85	0.84	0.83	0.87	0.84	0.82	0.82	0.80	0.78	-0.02	0.82	0.82	0.81	0.80	-0.03
Misty	0.75	0.77	0.83	0.84	0.86	0.84	0.90	0.88	0.89	0.92	0.92	0.85	-0.07	0.88	0.89	0.90	0.89	0.00
Montclair	0.90	0.84	0.83	0.81	0.88	0.82	0.95	1.01	1.20	1.22	1.18	1.18	0.00	1.11	1.17	1.19	1.19	0.13
Alpine	0.40	0.34	0.37	0.36	0.34	0.34	0.33	0.31	0.31	0.32	0.33	0.30	-0.03	0.30	0.30	0.31	0.31	0.01
Old Gold	0.13	0.15	0.16	0.20	0.21	0.24	0.25	0.23	0.25	0.29	0.29	0.26	-0.03	0.24	0.25	0.27	0.27	0.04
Sterling	0.49	0.43	0.32	0.32	0.28	0.24	0.23	0.21	0.17	0.18	0.15	0.17	0.02	0.20	0.18	0.17	0.17	-0.03
Bristol	0.51	0.30	0.29	0.27	0.23	0.23	0.23	0.21	0.20	0.20	0.19	0.19	0.00	0.22	0.21	0.21	0.20	-0.02
Magna	0.47	0.38	0.32	0.28	0.27	0.26	0.26	0.23	0.20	0.21	0.21	0.19	-0.02	0.21	0.21	0.21	0.20	-0.02
Pyramid	0.17	0.11	0.08	0.07	0.08	0.08	0.07	0.06	0.05	0.06	0.06	0.06	0.00	0.06	0.06	0.06	0.06	0.00
Riviera	0.14	0.10	0.09	0.07	0.07	0.06	0.06	0.05	0.05	0.05	0.06	0.05	-0.01	0.05	0.05	0.05	0.05	0.00
Bucks	0.13	0.07	0.07	0.06	0.06	0.06	0.05	0.05	0.05	0.05	0.05	0.05	0.00	0.05	0.05	0.05	0.05	0.00
Richland 20'S	0.12	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.00	0.07	0.07	0.07	0.07	0.00
American F/Lts	0.04	0.02	0.03	0.01	0.01	0.01	0.01	0.01	0.01	0.02	0.01	0.01	0.00	0.01	0.01	0.01	0.01	0.00
Covington	0.00	0.00	0.00	0.01	0.04	0.02	0.02	0.03	0.04	0.02	0.03	0.02	-0.01	0.03	0.03	0.03	0.03	0.00
A/O Branded Discount	0.64	0.48	0.46	0.48	0.43	0.38	0.31	0.30	0.31	0.42	0.27	0.33	0.06	0.30	0.35	0.36	0.36	-0.07
Total Branded Discount	28.11	25.39	24.35	24.33	24.45	24.01	24.49	24.09	24.06	23.78	23.35	23.57	0.22	24.08	23.99	23.83	23.69	-0.49
Basic Share Of Discount	12.31	15.53	16.14	15.46	14.91	14.83	15.25	15.91	15.16	15.04	15.21	14.74	-0.47	15.73	15.45	15.22	15.03	-0.90
Total Discount Category	39.73	36.00	33.88	33.28	33.62	33.28	33.43	33.44	33.24	33.52	32.99	33.31	0.32	33.25	33.31	33.27	33.27	-0.10

Source: Nielsen Integrated Panel.

2045046973

**NIELSEN WEEKLY C-STORE DATA**  
**(800 C-Stores)**

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&amp;W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>
Base March 1993	43.22	33.88	11.01	4.76	5.74	1.37
April 2, 1994 (4WM)	<u>47.65</u>	<u>28.58</u>	<u>10.34</u>	<u>5.47</u>	<u>6.37</u>	<u>1.54</u>
	<b>4.43</b>	<b>(5.30)</b>	<b>(0.67)</b>	<b>0.71</b>	<b>0.63</b>	<b>0.17</b>

<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>
Base March 1993	60.26	39.73	28.11	11.63
April 2, 1994 (4WM)	<u>66.73</u>	<u>33.27</u>	<u>23.69</u>	<u>9.58</u>
	<b>6.47</b>	<b>(6.46)</b>	<b>(4.42)</b>	<b>(2.05)</b>

<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>
Base March 1993	24.43	7.70	5.16	0.51	4.27
April 2, 1994 (4WM)	<u>30.46</u>	<u>7.95</u>	<u>5.46</u>	<u>1.03</u>	<u>4.69</u>
	<b>6.03</b>	<b>0.25</b>	<b>0.30</b>	<b>0.52</b>	<b>0.42</b>

<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>
Base March 1993	3.90	3.39	3.70	1.41	0.46
April 2, 1994 (4WM)	<u>4.52</u>	<u>3.22</u>	<u>3.46</u>	<u>1.21</u>	<u>0.40</u>
	<b>0.62</b>	<b>(0.17)</b>	<b>(0.24)</b>	<b>(0.20)</b>	<b>(0.06)</b>

<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base March 1993	4.89	1.46	0.40	3.36	0.75	0.90	4.08	2.88	4.95
April 2, 1994 (4WM)	<u>5.00</u>	<u>1.25</u>	<u>0.31</u>	<u>4.05</u>	<u>0.89</u>	<u>1.19</u>	<u>2.68</u>	<u>0.69</u>	<u>4.94</u>
	<b>0.11</b>	<b>(0.21)</b>	<b>(0.09)</b>	<b>0.69</b>	<b>0.14</b>	<b>0.29</b>	<b>(1.40)</b>	<b>(2.19)</b>	<b>(0.01)</b>

<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>
Base March 1993	3.56	6.97	0.57	0.53
April 2, 1994 (4WM)	<u>2.30</u>	<u>5.08</u>	<u>1.08</u>	<u>1.12</u>
	<b>(1.26)</b>	<b>(1.89)</b>	<b>0.51</b>	<b>0.59</b>

Note: In the Nielsen Integrated Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

Source: Nielsen Integrated Panel.

2045046974

**NIELSEN WEEKLY C-STORE DATA**  
**(800 C-Stores)**

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&amp;W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>
Base July 1993	47.59	31.33	9.95	4.62	5.36	1.09
April 2, 1994 (4WM)	<u>47.65</u>	<u>28.58</u>	<u>10.34</u>	<u>5.47</u>	<u>6.37</u>	<u>1.54</u>
	0.06	(2.75)	0.39	0.85	1.01	0.45

<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>
Base July 1993	64.00	36.00	25.39	10.62
April 2, 1994 (4WM)	<u>66.73</u>	<u>33.27</u>	<u>23.69</u>	<u>9.58</u>
	2.73	(2.73)	(1.70)	(1.04)

<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>
Base July 1993	29.66	7.07	5.89	0.65	4.34
April 2, 1994 (4WM)	<u>30.46</u>	<u>7.95</u>	<u>5.46</u>	<u>1.03</u>	<u>4.69</u>
	0.80	0.88	(0.43)	0.38	0.35

<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>
Base July 1993	3.74	3.13	3.33	1.20	0.41
April 2, 1994 (4WM)	<u>4.52</u>	<u>3.22</u>	<u>3.46</u>	<u>1.21</u>	<u>0.40</u>
	0.78	0.09	0.13	0.01	(0.01)

<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base July 1993	5.59	1.38	0.34	3.50	0.77	0.84	3.34	1.64	4.44
April 2, 1994 (4WM)	<u>5.00</u>	<u>1.25</u>	<u>0.31</u>	<u>4.05</u>	<u>0.89</u>	<u>1.19</u>	<u>2.68</u>	<u>0.69</u>	<u>4.94</u>
	(0.59)	(0.13)	(0.03)	0.55	0.12	0.35	(0.66)	(0.95)	0.50

<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>
Base July 1993	3.05	6.32	0.52	0.73
April 2, 1994 (4WM)	<u>2.30</u>	<u>5.08</u>	<u>1.08</u>	<u>1.12</u>
	(0.75)	(1.24)	0.56	0.39

Note: In the Nielsen Integrated Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

Source: Nielsen Integrated Panel.

2045046975

**INTEGRATED NIELSEN PERFORMANCE  
CONVENIENCE STORES  
WEEK ENDING 4/2/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					Diff vs. Wk ago	4 WEEK ENDINGS				Diff vs. 4w-ago
	Mar-93	Jul-93	Sep-93	Oct-93	Nov-93	Dec-93	Jan-94	Feb-94	3/12	3/19	3/26	4/2	3/12		3/19	3/26	4/2		
Philip Morris	43.22	47.59	46.54	46.52	47.12	47.37	46.89	47.57	47.63	47.80	47.55	47.62	0.07	47.74	47.75	47.62	47.65	-0.03	
PM Premium	32.12	36.73	36.57	37.09	37.80	38.18	37.90	38.21	38.35	38.32	38.43	38.53	0.10	38.37	38.38	38.32	38.41	0.13	
PM Discount	11.09	10.86	9.97	9.43	9.32	9.19	8.99	9.37	9.28	9.48	9.11	9.09	-0.02	9.37	9.38	9.30	9.24	-0.15	
PM Branded Discount	7.54	7.81	7.62	7.20	7.07	6.96	7.10	7.22	6.90	7.07	6.91	6.87	-0.04	7.13	7.08	7.01	6.94	-0.29	
PM Private Label	3.56	3.05	2.35	2.22	2.25	2.23	1.89	2.15	2.37	2.41	2.20	2.21	0.01	2.23	2.29	2.29	2.30	0.14	
PM Assorted Promo	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
R.J. Reynolds	33.88	31.33	31.71	31.42	30.48	29.69	29.63	28.95	28.45	28.44	28.63	28.79	0.16	28.58	28.52	28.54	28.58	-0.08	
RJR Premium	15.48	15.61	17.48	17.26	15.97	15.71	15.82	15.68	15.64	15.46	15.70	15.66	-0.04	15.68	15.61	15.63	15.62	-0.06	
RJR Discount	18.40	15.72	14.23	14.16	14.51	13.98	13.81	13.27	12.81	12.98	12.93	13.13	0.20	12.90	12.90	12.91	12.96	-0.02	
RJR Branded Discount	11.43	9.40	8.33	8.64	8.92	8.45	8.51	7.95	8.09	8.02	7.63	7.81	0.18	8.00	8.00	7.94	7.88	-0.02	
RJR Private Label	6.97	6.32	5.90	5.52	5.59	5.53	5.30	5.32	4.72	4.96	5.30	5.32	0.02	4.90	4.90	4.96	5.08	0.00	
RJR Assorted Promo	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Brown & Williamson	11.01	9.95	10.23	10.36	10.37	10.54	10.69	10.69	10.57	10.06	10.38	10.36	-0.02	10.58	10.40	10.37	10.34	-0.27	
B & W Premium	4.25	3.92	4.01	4.09	4.20	4.19	4.20	4.15	4.10	4.06	4.23	4.03	-0.20	4.12	4.08	4.12	4.11	0.01	
B & W Discount	6.77	6.03	6.21	6.27	6.17	6.35	6.49	6.54	6.47	6.01	6.15	6.33	0.18	6.46	6.32	6.25	6.24	-0.25	
Lorillard	5.74	5.36	5.71	5.96	6.06	6.33	6.34	6.25	6.41	6.44	6.40	6.22	-0.18	6.32	6.38	6.42	6.37	0.09	
Lorillard Premium	5.72	5.26	5.57	5.78	5.87	6.11	6.11	6.03	6.17	6.17	6.12	5.97	-0.15	6.09	6.14	6.16	6.11	0.05	
Lorillard Discount	0.02	0.11	0.14	0.18	0.20	0.22	0.23	0.22	0.24	0.28	0.28	0.25	-0.03	0.23	0.24	0.26	0.26	0.04	
American Tobacco	4.76	4.62	4.69	4.68	4.86	4.91	5.15	5.25	5.47	5.53	5.48	5.39	-0.09	5.31	5.39	5.43	5.47	0.24	
American Premium	2.26	2.09	2.11	2.17	2.18	2.17	2.18	2.15	2.17	2.15	2.18	2.15	-0.03	2.14	2.14	2.15	2.16	0.02	
American Discount	2.50	2.53	2.58	2.51	2.67	2.74	2.97	3.09	3.30	3.38	3.31	3.24	-0.07	3.17	3.24	3.28	3.31	0.21	
Amer Branded Discount	1.97	1.80	1.84	1.81	1.87	1.79	1.96	1.99	2.18	2.23	2.21	2.12	-0.09	2.08	2.15	2.19	2.18	0.14	
Amer Private Label	0.53	0.73	0.74	0.70	0.80	0.95	1.01	1.10	1.12	1.16	1.10	1.12	0.02	1.08	1.09	1.09	1.12	0.06	
Liggett	1.37	1.09	1.07	1.02	1.06	1.09	1.25	1.24	1.42	1.67	1.50	1.55	0.05	1.41	1.51	1.56	1.54	0.06	
Liggett Premium	0.42	0.34	0.33	0.29	0.30	0.29	0.32	0.28	0.27	0.29	0.29	0.27	-0.02	0.29	0.28	0.29	0.28	0.00	
Liggett Discount	0.95	0.75	0.74	0.73	0.75	0.80	0.93	0.96	1.14	1.39	1.21	1.28	0.07	1.12	1.23	1.28	1.25	0.06	
Lig Branded Discount	0.38	0.23	0.21	0.22	0.22	0.25	0.19	0.17	0.17	0.18	0.17	0.19	0.02	0.18	0.19	0.18	0.18	-0.12	
Lig Private Label	0.57	0.52	0.54	0.51	0.53	0.55	0.74	0.78	0.97	1.21	1.04	1.09	0.05	0.94	1.04	1.09	1.08	0.18	
A/O Co-International	0.01	0.05	0.05	0.04	0.05	0.06	0.05	0.06	0.05	0.05	0.06	0.07	0.01	0.05	0.05	0.05	0.05	-0.01	

Source: Nielsen Integrated Panel.

9269505402

INTEGRATED NIELSEN PERFORMANCE  
CONVENIENCE STORES  
WEEK ENDING 4/2/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Sep-93	Oct-93	Nov-93	Dec-93	Jan-94	Feb-94	3/12	3/19	3/26	4/2	Diff vs. Wk-ago	3/12	3/19	3/26	4/2	Diff vs. 4w-ago
Philip Morris	43.22	47.59	46.54	46.52	47.12	47.37	46.89	47.57	47.63	47.80	47.55	47.62	0.07	47.74	47.75	47.62	47.65	-0.03
PM Premium-Shr Prem	53.31	57.40	55.30	55.59	56.95	57.22	56.92	57.40	57.45	57.64	57.35	57.78	0.43	57.49	57.55	57.43	57.56	0.10
PM Discount-Shr Disc	27.92	30.17	29.43	28.33	27.72	27.63	26.90	28.00	27.91	28.29	27.63	27.28	-0.35	28.17	28.15	27.94	27.78	-0.36
PM Brd Disc-Shr Brd	26.81	30.77	31.29	29.60	28.91	28.99	29.01	29.95	28.70	29.75	29.61	29.16	-0.45	29.62	29.53	29.40	29.30	-0.61
PM PL-Shr PL	30.60	28.73	24.67	24.87	24.53	24.10	21.11	22.99	25.83	24.74	22.83	22.73	-0.10	24.37	24.60	24.26	24.00	0.51
Marlboro	24.43	29.66	29.24	29.56	30.11	30.46	29.82	30.31	30.39	30.49	30.45	30.52	0.07	30.48	30.49	30.41	30.46	0.04
Red	9.12	11.10	11.04	11.10	11.23	11.35	10.94	11.13	11.14	11.29	11.18	11.23	0.05	11.23	11.22	11.21	11.21	0.04
Medium	1.51	1.83	1.72	1.70	1.68	1.72	1.72	1.71	1.74	1.75	1.70	1.73	0.03	1.72	1.73	1.73	1.73	0.01
Lights NM	10.91	12.94	12.74	13.03	13.51	13.60	13.39	13.70	13.79	13.74	13.85	13.80	-0.05	13.77	13.80	13.75	13.80	0.03
Menthol	0.69	1.11	1.09	1.08	1.08	1.10	1.11	1.11	1.10	1.08	1.10	1.11	0.01	1.11	1.10	1.09	1.10	-0.01
Other PM Premium	7.70	7.07	7.32	7.53	7.69	7.72	8.07	7.90	7.97	7.82	7.98	8.01	0.03	7.89	7.89	7.92	7.95	0.08
Benson & Hedges	2.20	2.09	2.13	2.18	2.24	2.23	2.30	2.23	2.34	2.24	2.30	2.43	0.13	2.25	2.27	2.28	2.33	0.12
Merit	2.68	2.30	2.44	2.52	2.56	2.58	2.78	2.72	2.70	2.69	2.73	2.68	-0.05	2.70	2.69	2.71	2.70	-0.01
Virginia Slims	2.27	2.13	2.19	2.27	2.30	2.32	2.40	2.36	2.36	2.31	2.38	2.32	-0.06	2.36	2.35	2.35	2.34	-0.01
Parliament	0.40	0.41	0.41	0.42	0.44	0.44	0.45	0.45	0.44	0.44	0.43	0.44	0.01	0.45	0.45	0.45	0.44	-0.01
Saratoga	0.09	0.08	0.08	0.08	0.09	0.09	0.08	0.09	0.08	0.08	0.08	0.08	0.00	0.08	0.08	0.08	0.08	-0.01
Cambridge	1.46	1.38	1.31	1.27	1.30	1.31	1.30	1.24	1.20	1.23	1.26	1.31	0.05	1.22	1.23	1.23	1.25	0.02
Alpine	0.40	0.34	0.37	0.36	0.34	0.34	0.33	0.31	0.31	0.32	0.33	0.30	-0.03	0.30	0.30	0.31	0.31	0.01
Bristol	0.51	0.30	0.29	0.27	0.23	0.23	0.23	0.21	0.20	0.20	0.19	0.19	0.00	0.22	0.21	0.21	0.20	-0.02
Basic	4.89	5.59	5.47	5.14	5.01	4.94	5.10	5.32	5.04	5.04	5.02	4.91	-0.11	5.23	5.15	5.06	5.00	-0.32
PM Private Label	3.56	3.05	2.35	2.22	2.25	2.23	1.89	2.15	2.37	2.41	2.20	2.21	0.01	2.23	2.29	2.29	2.30	0.14
R.J. Reynolds	33.88	31.33	31.71	31.42	30.48	29.69	29.63	28.95	28.45	28.44	28.63	28.79	0.16	28.58	28.52	28.54	28.58	-0.08
RJR Premium-Shr Prem	25.69	24.39	26.44	25.88	24.05	23.54	23.76	23.56	23.43	23.25	23.42	23.49	0.07	23.49	23.41	23.42	23.40	-0.14
RJR Discount-Shr Disc	46.31	43.66	42.01	42.54	43.16	42.01	41.32	39.68	38.53	38.72	39.20	39.41	0.21	38.80	38.73	38.80	38.97	0.07
Brown & Williamson	11.01	9.95	10.23	10.36	10.37	10.54	10.69	10.69	10.57	10.06	10.38	10.36	-0.02	10.58	10.40	10.37	10.34	-0.27
B & W Premium-Shr Prem	7.05	6.12	6.07	6.13	6.33	6.28	6.30	6.24	6.14	6.11	6.31	6.05	-0.26	6.18	6.12	6.18	6.15	-0.03
B & W Discount-Shr Disc	17.03	16.76	18.34	18.84	18.35	19.08	19.42	19.55	19.46	17.91	18.64	18.99	0.35	19.42	18.97	18.79	18.75	-0.69
Lorillard	5.74	5.36	5.71	5.96	6.06	6.33	6.34	6.25	6.41	6.44	6.40	6.22	-0.18	6.32	6.38	6.42	6.37	0.09
Lorillard Premium-Shr Prem	9.49	8.22	8.42	8.66	8.84	9.17	9.18	9.06	9.24	9.27	9.14	8.96	-0.18	9.12	9.20	9.23	9.15	0.05
Lorillard Discount-Shr Disc	0.05	0.30	0.42	0.55	0.58	0.65	0.68	0.66	0.73	0.83	0.84	0.75	-0.09	0.69	0.73	0.78	0.79	0.13
American Tobacco	4.76	4.62	4.69	4.68	4.86	4.91	5.15	5.25	5.47	5.53	5.48	5.39	-0.09	5.31	5.39	5.43	5.47	0.24
American Premium-Shr Prem	3.75	3.26	3.19	3.26	3.29	3.25	3.27	3.24	3.25	3.23	3.25	3.22	-0.03	3.21	3.21	3.22	3.24	0.03
American Discount-Shr Disc	6.29	7.04	7.61	7.54	7.95	8.23	8.89	9.25	9.93	10.10	10.02	9.73	-0.29	9.53	9.74	9.86	9.94	0.66
Liggett	1.37	1.09	1.07	1.02	1.06	1.09	1.25	1.24	1.42	1.67	1.50	1.55	0.05	1.41	1.51	1.56	1.54	0.06
Liggett Premium-Shr Prem	0.69	0.53	0.50	0.44	0.46	0.44	0.48	0.42	0.41	0.43	0.44	0.40	-0.04	0.43	0.43	0.43	0.42	-0.01
Liggett Discount-Shr Disc	2.40	2.08	2.19	2.19	2.24	2.40	2.79	2.86	3.44	4.14	3.66	3.84	0.18	3.38	3.68	3.83	3.77	0.19

Source: Nielsen Integrated Panel.

2045046977

**INTEGRATED TOP 25 PERFORMANCE  
CONVENIENCE STORES  
WEEK ENDING 4/2/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS				Diff vs. Wk-ago	4 WEEK ENDINGS				Diff vs. 4w-ago
	Mar-93	Jul-93	Sep-93	Oct-93	Nov-93	Dec-93	Jan-94	Feb-94	3/12	3/19	3/26	4/2		3/12	3/19	3/26	4/2	
Marlboro	24.43	29.66	29.24	29.56	30.11	30.46	29.82	30.31	30.39	30.49	30.45	30.52	0.07	30.48	30.49	30.41	30.46	0.04
Winston	5.16	5.89	7.53	7.20	5.84	5.63	5.65	5.71	5.49	5.41	5.54	5.40	-0.14	5.60	5.52	5.50	5.46	-0.20
Winston Select	0.51	0.65	2.84	2.56	1.19	0.98	1.04	1.20	1.05	1.08	1.04	0.96	-0.08	1.12	1.09	1.07	1.03	-0.13
Winston Select Lights	0.00	0.08	1.65	1.66	0.71	0.58	0.62	0.74	0.63	0.65	0.62	0.56	-0.06	0.68	0.66	0.65	0.62	-0.09
Winston \$.40/\$4.00 Off	0.00	0.10	0.06	0.04	0.03	0.02	0.02	0.01	0.01	0.00	0.01	0.00	-0.01	0.01	0.01	0.01	0.01	0.00
Winston \$.20/\$2.00 Off	0.00	0.00	0.02	0.13	0.32	0.34	0.26	0.17	0.12	0.13	0.10	0.11	0.01	0.14	0.14	0.13	0.11	-0.04
Basic	4.89	5.59	5.47	5.14	5.01	4.94	5.10	5.32	5.04	5.04	5.02	4.91	-0.11	5.23	5.15	5.06	5.00	-0.32
Doral	3.36	3.50	3.46	3.78	3.94	3.70	3.71	3.72	4.12	4.01	3.93	4.15	0.22	3.92	3.97	3.99	4.05	0.27
GPC	4.95	4.44	4.65	4.68	4.67	4.91	5.03	5.08	5.11	4.72	4.86	5.06	0.20	5.07	4.96	4.94	4.94	-0.13
Camel	4.27	4.34	4.46	4.47	4.52	4.55	4.61	4.50	4.68	4.59	4.68	4.82	0.14	4.59	4.61	4.64	4.69	0.16
Camel Filters	3.66	3.78	3.87	3.90	3.94	3.98	4.06	3.96	4.15	4.06	4.16	4.30	0.14	4.06	4.09	4.12	4.17	0.18
Camel Special Lights	0.12	0.62	0.56	0.55	0.54	0.55	0.75	0.66	0.60	0.62	0.65	0.80	0.15	0.62	0.62	0.62	0.67	0.03
Camel Non-Filter	0.61	0.55	0.58	0.57	0.58	0.56	0.54	0.55	0.52	0.53	0.52	0.52	0.00	0.53	0.52	0.52	0.52	-0.02
Salem	3.70	3.33	3.43	3.53	3.52	3.52	3.47	3.47	3.47	3.46	3.44	3.45	0.01	3.48	3.48	3.46	3.46	-0.02
Newport	3.90	3.74	4.06	4.21	4.26	4.50	4.39	4.45	4.53	4.58	4.53	4.44	-0.09	4.50	4.54	4.55	4.52	0.03
Kool	3.39	3.13	3.22	3.27	3.36	3.35	3.29	3.26	3.22	3.18	3.34	3.15	-0.19	3.23	3.20	3.24	3.22	-0.01
Virginia Slims	2.27	2.13	2.19	2.27	2.30	2.32	2.40	2.36	2.36	2.31	2.38	2.32	-0.06	2.36	2.35	2.35	2.34	-0.01
Merit	2.68	2.30	2.44	2.52	2.56	2.58	2.78	2.72	2.70	2.69	2.73	2.68	-0.05	2.70	2.69	2.71	2.70	-0.01
Benson & Hedges	2.20	2.09	2.13	2.18	2.24	2.23	2.30	2.23	2.34	2.24	2.30	2.43	0.13	2.25	2.27	2.28	2.33	0.12
Monarch	4.08	3.34	2.99	3.22	3.47	3.29	3.36	2.89	2.80	2.81	2.58	2.55	-0.03	2.82	2.81	2.75	2.68	-0.17
Cambridge	1.46	1.38	1.31	1.27	1.30	1.31	1.30	1.24	1.20	1.23	1.26	1.31	0.05	1.22	1.23	1.23	1.25	0.02
Vantage	1.41	1.20	1.21	1.23	1.24	1.18	1.23	1.18	1.21	1.21	1.22	1.18	-0.04	1.20	1.20	1.22	1.21	0.02
Best Value	2.88	1.64	1.14	0.95	0.86	0.87	0.87	0.81	0.71	0.72	0.67	0.66	-0.01	0.77	0.75	0.73	0.69	-0.08
Carlton	0.89	0.85	0.85	0.89	0.90	0.88	0.90	0.88	0.90	0.90	0.92	0.92	0.00	0.88	0.89	0.89	0.91	0.03
Kent	0.88	0.81	0.81	0.81	0.77	0.76	0.78	0.73	0.72	0.74	0.71	0.72	0.01	0.72	0.73	0.73	0.72	-0.01
Pall Mall	0.85	0.77	0.78	0.79	0.79	0.80	0.79	0.79	0.78	0.78	0.78	0.77	-0.01	0.78	0.77	0.77	0.78	0.00
Misty	0.75	0.77	0.83	0.84	0.86	0.84	0.90	0.88	0.89	0.92	0.92	0.85	-0.07	0.88	0.89	0.90	0.89	0.00
Viceroy	0.97	0.84	0.83	0.85	0.84	0.83	0.87	0.84	0.82	0.82	0.80	0.78	-0.02	0.82	0.82	0.81	0.80	-0.03
Montclair	0.90	0.84	0.83	0.81	0.88	0.82	0.95	1.01	1.20	1.22	1.18	1.18	0.00	1.11	1.17	1.19	1.19	0.13
Now	0.46	0.41	0.41	0.41	0.41	0.41	0.42	0.40	0.42	0.37	0.39	0.40	0.01	0.40	0.40	0.40	0.40	0.00
Capri	0.50	0.50	0.50	0.54	0.57	0.57	0.64	0.64	0.62	0.63	0.65	0.62	-0.03	0.64	0.62	0.63	0.63	-0.01
More	0.47	0.43	0.44	0.41	0.42	0.41	0.43	0.42	0.38	0.40	0.42	0.40	-0.02	0.40	0.40	0.40	0.40	-0.02

\* Top 25 based on All Outlets Combined.

**INTEGRATED DISCOUNT PERFORMANCE  
CONVENIENCE STORES  
WEEK ENDING 4/2/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Sep-93	Oct-93	Nov-93	Dec-93	Jan-94	Feb-94	3/12	3/19	3/26	4/2	Diff vs. Wk-ago	3/12	3/19	3/26	4/2	Diff vs. 4w-ago
<b>PRIVATE LABEL</b>																		
PM PL	3.56	3.05	2.35	2.22	2.25	2.23	1.89	2.15	2.37	2.41	2.20	2.21	0.01	2.23	2.29	2.29	2.30	0.14
RJR PL	6.97	6.32	5.90	5.52	5.59	5.53	5.30	5.32	4.72	4.96	5.30	5.32	0.02	4.90	4.90	4.96	5.08	0.00
American PL	0.53	0.73	0.74	0.70	0.80	0.95	1.01	1.10	1.12	1.16	1.10	1.12	0.02	1.08	1.09	1.09	1.12	0.06
Liggett PL	0.57	0.52	0.54	0.51	0.53	0.55	0.74	0.78	0.97	1.21	1.04	1.09	0.05	0.94	1.04	1.09	1.08	0.18
Total PL	11.63	10.62	9.53	8.94	9.17	9.27	8.94	9.35	9.18	9.74	9.63	9.74	0.11	9.16	9.32	9.44	9.58	0.39
<b>PL Share of Segment</b>																		
PM PL	30.60	28.73	24.67	24.87	24.53	24.10	21.11	22.99	25.83	24.74	22.83	22.73	-0.10	24.37	24.60	24.26	24.00	0.51
RJR PL	59.93	59.52	61.96	61.69	60.97	59.69	59.29	56.88	51.43	50.94	55.00	54.60	-0.40	53.49	52.53	52.58	53.03	-2.21
American PL	4.57	6.87	7.76	7.78	8.72	10.24	11.29	11.75	12.18	11.88	11.41	11.49	0.08	11.83	11.72	11.59	11.73	0.23
Liggett PL	4.90	4.88	5.62	5.66	5.78	5.97	8.31	8.38	10.56	12.44	10.75	11.18	0.43	10.30	11.14	11.57	11.24	1.46
<b>BRANDED DISCOUNT</b>																		
Basic	4.89	5.59	5.47	5.14	5.01	4.94	5.10	5.32	5.04	5.04	5.02	4.91	-0.11	5.23	5.15	5.06	5.00	-0.32
Best Value	2.88	1.64	1.14	0.95	0.86	0.87	0.87	0.81	0.71	0.72	0.67	0.66	-0.01	0.77	0.75	0.73	0.69	-0.08
Monarch	4.08	3.34	2.99	3.22	3.47	3.29	3.36	2.89	2.80	2.81	2.58	2.55	-0.03	2.82	2.81	2.75	2.68	-0.17
GPC	4.95	4.44	4.65	4.68	4.67	4.91	5.03	5.08	5.11	4.72	4.86	5.06	0.20	5.07	4.96	4.94	4.94	-0.13
Raleigh Extra	0.63	0.60	0.58	0.59	0.53	0.51	0.51	0.54	0.46	0.40	0.41	0.42	0.01	0.50	0.47	0.43	0.42	-0.09
Doral	3.36	3.50	3.46	3.78	3.94	3.70	3.71	3.72	4.12	4.01	3.93	4.15	0.22	3.92	3.97	3.99	4.05	0.27
Cambridge	1.46	1.38	1.31	1.27	1.30	1.31	1.30	1.24	1.20	1.23	1.26	1.31	0.05	1.22	1.23	1.23	1.25	0.02
Viceroy	0.97	0.84	0.83	0.85	0.84	0.83	0.87	0.84	0.82	0.82	0.80	0.78	-0.02	0.82	0.82	0.81	0.80	-0.03
Misty	0.75	0.77	0.83	0.84	0.86	0.84	0.90	0.88	0.89	0.92	0.92	0.85	-0.07	0.88	0.89	0.90	0.89	0.00
Montclair	0.90	0.84	0.83	0.81	0.88	0.82	0.95	1.01	1.20	1.22	1.18	1.18	0.00	1.11	1.17	1.19	1.19	0.13
Alpine	0.40	0.34	0.37	0.36	0.34	0.34	0.33	0.31	0.31	0.32	0.33	0.30	-0.03	0.30	0.30	0.31	0.31	0.01
Old Gold	0.13	0.15	0.16	0.20	0.21	0.24	0.25	0.23	0.25	0.29	0.29	0.26	-0.03	0.24	0.25	0.27	0.27	0.04
Sterling	0.49	0.43	0.32	0.32	0.28	0.24	0.23	0.21	0.17	0.18	0.15	0.17	0.02	0.20	0.18	0.17	0.17	-0.03
Bristol	0.51	0.30	0.29	0.27	0.23	0.23	0.23	0.21	0.20	0.20	0.19	0.19	0.00	0.22	0.21	0.21	0.20	-0.02
Magna	0.47	0.38	0.32	0.28	0.27	0.26	0.26	0.23	0.20	0.21	0.21	0.19	-0.02	0.21	0.21	0.21	0.20	-0.02
Pyramid	0.17	0.11	0.08	0.07	0.08	0.08	0.07	0.06	0.05	0.06	0.06	0.06	0.00	0.06	0.06	0.06	0.06	0.00
Riviera	0.14	0.10	0.09	0.07	0.07	0.06	0.06	0.05	0.05	0.05	0.06	0.05	-0.01	0.05	0.05	0.05	0.05	0.00
Bucks	0.13	0.07	0.07	0.06	0.06	0.06	0.05	0.05	0.05	0.05	0.05	0.05	0.00	0.05	0.05	0.05	0.05	0.00
Richland 20'S	0.12	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.00	0.07	0.07	0.07	0.07	0.00
American F/Lts	0.04	0.02	0.03	0.01	0.01	0.01	0.01	0.01	0.01	0.02	0.01	0.01	0.00	0.01	0.01	0.01	0.01	0.00
Covington	0.00	0.00	0.00	0.01	0.04	0.02	0.02	0.03	0.04	0.02	0.03	0.02	-0.01	0.03	0.03	0.03	0.03	0.00
AO Branded Discount	0.64	0.48	0.46	0.48	0.43	0.38	0.31	0.30	0.31	0.42	0.27	0.33	0.06	0.30	0.35	0.36	0.36	-0.07
Total Branded Discount	28.11	25.39	24.35	24.33	24.45	24.01	24.49	24.09	24.06	23.78	23.35	23.57	0.22	24.08	23.99	23.83	23.69	-0.49
Basic Share Of Discount	12.31	15.53	16.14	15.46	14.91	14.83	15.25	15.91	15.16	15.04	15.21	14.74	-0.47	15.73	15.45	15.22	15.03	-0.90
Total Discount Category	39.73	36.00	33.88	33.28	33.62	33.28	33.43	33.44	33.24	33.52	32.99	33.31	0.32	33.25	33.31	33.27	33.27	-0.10

Source: Nielsen Integrated Panel.

2045069502

NIELSEN WEEKLY C-STORE REPORT  
% OF STORES WITH A PROMOTION

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	3/12	3/19	3/26	4/2	3/12	3/19	3/26	4/2	3/12	3/19	3/26	4/2	3/12	3/19	3/26	4/2	3/12	3/19	3/26	4/2
Philip Morris	55	55	53	54	6	8	12	15	28	28	25	24	29	28	27	27	12	11	9	6
PM Premium	44	45	42	40	1	2	2	2	20	21	19	18	24	24	23	23	12	11	8	6
PM Discount	24	24	23	26	5	7	10	13	14	13	11	11	7	7	5	5				
PM Brd Disc	NA	24	23	26	NA	7	10	13	NA	13	11	11	NA	7	5	5				
PM PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Marlboro	24	23	16	14	1	1	1	1	13	13	9	8	0	0	1	0	11	9	7	4
Red	10	10	7	7	0	0	0	0	9	10	7	7	0	0	0	0				
Medium	5	4	4	4	0	0	0	0	4	4	4	4	0	0	0	0				
Lights (NM)	10	10	8	6	1	1	1	1	9	9	6	5	0	0	1	0				
Menthol	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
PM Other Premium	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA				
Benson & Hedges	24	23	25	26	1	1	1	1	3	4	7	7	22	21	20	20				
Merit	10	10	10	10	0	0	0	0	6	6	5	5	5	5	5	5				
Virginia Slims	7	6	6	5	0	0	0	0	6	6	5	5	0	0	0	0				
Parliament	0	0	1	1	0	0	1	0	0	0	0	0	0	0	0	0				
Saratoga	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Cambridge	11	10	11	14	2	3	6	9	5	4	4	5	4	4	2	2				
Alpine	2	2	2	3	0	0	0	1	0	0	0	0	2	2	2	2				
Bristol	2	2	2	1	0	0	0	0	0	0	0	0	2	2	2	1				
Basic	13	14	12	12	3	4	4	5	11	10	9	9	0	0	0	0				
PM Private Label	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
R.J.Reynolds	79	78	78	80	38	36	35	37	19	19	18	16	69	68	66	66	24	20	22	23
RJR Premium	76	73	72	75	30	29	28	31	19	19	18	16	57	56	54	55	24	20	22	23
RJR Discount	39	36	37	38	15	14	13	10	0	0	0	0	31	30	31	31				
Brown & Williamson	31	32	34	34	15	14	13	12	3	2	2	2	21	22	25	26				
B & W Premium	17	19	22	22	15	14	13	12	1	1	1	1	3	6	10	12				
B & W Discount	20	18	19	21	0	0	0	0	1	1	1	1	19	18	19	21				
Lorillard	45	41	47	44	1	1	0	0	0	0	0	0	44	41	47	43				
Lorillard Premium	44	40	46	42	1	1	0	0	0	0	0	0	43	39	45	42				
Lorillard Discount	7	7	7	7	0	0	0	0	0	0	0	0	7	7	7	7				
American Tobacco	35	33	34	33	8	5	5	3	11	12	12	12	27	24	27	26				
American Premium	14	13	14	11	2	2	2	1	4	4	4	4	10	9	8	7				
American Discount	30	28	29	28	6	4	3	2	9	10	10	9	23	21	23	22				
Liggett	7	7	8	7	1	1	1	2	0	0	0	0	6	6	6	6				
Liggett Premium	4	5	5	5	1	1	1	2	0	0	0	0	4	4	4	3				
Liggett Discount	4	4	4	4	0	0	0	0	0	0	0	0	4	4	4	4				

2045046980

Note: Money Off includes: IRC and Buy Down Stickers. Others include: Refund Offers, Sweepstakes, and Mail In Offer.



**NIELSEN WEEKLY C-STORE REPORT**  
**% OF STORES WITH A PROMOTION**

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	3/12	3/19	3/26	4/2	3/12	3/19	3/26	4/2	3/12	3/19	3/26	4/2	3/12	3/19	3/26	4/2	3/12	3/19	3/26	4/2
Marlboro	24	23	16	14	1	1	1	1	13	13	9	8	0	0	1	0	11	9	7	4
Winston	64	63	58	56	21	19	15	12	7	6	6	6	53	52	50	49	5	4	5	3
Winston Select	51	49	44	43	21	19	15	12	3	2	2	3	40	39	38	38				
Winston Select Lights	50	48	41	40	20	18	14	12	3	2	2	3	40	38	35	35				
Winston Less Select	31	29	29	29	0	0	0	0	5	4	4	5	23	23	22	22				
Basic	13	14	12	12	3	4	4	5	11	10	9	9	0	0	0	0				
GPC	15	13	16	16	0	0	0	0	0	0	0	0	15	13	16	16				
Camel	40	39	42	48	15	16	18	23	12	13	12	9	4	5	7	9	23	19	21	22
Camel Filter	25	27	30	34	15	16	18	23	12	13	12	9	4	5	7	9				
Camel Wides	4	5	6	6	2	2	2	2	2	2	2	2	1	1	2	2				
Camel Special Lights	18	21	25	29	11	13	16	21	8	8	8	5	4	5	6	8				
Camel Non Filter	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Newport	22	20	23	22	1	1	0	0	0	0	0	0	21	20	23	22				
Doral	35	32	32	32	13	12	11	8	0	0	0	0	28	26	26	26				
Salem	3	3	4	3	0	0	0	0	2	2	2	2	1	1	1	1				
Kool	1	4	8	11	0	0	0	0	1	1	1	1	0	3	8	10				
Monarch	3	3	3	2	3	3	3	1	0	0	0	0	1	0	0	1				
Merit	10	10	10	10	0	0	0	0	6	6	5	5	5	5	5	5				
Cambridge	11	10	11	14	2	3	6	9	5	4	4	5	4	4	2	2				
Benson & Hodges	24	23	25	26	1	1	1	1	3	4	7	7	22	21	20	20				
Virginia Slims	7	6	6	5	0	0	0	0	6	6	5	5	0	0	0	0	1	1	1	1
Vantage	9	9	9	9	0	0	0	0	1	1	1	1	8	8	8	8				
Montclair	20	19	20	19	5	3	2	2	5	6	6	6	14	14	15	14				
Viceroy	3	3	2	2	0	0	0	0	0	0	0	0	3	3	2	2				
Carlton	14	13	14	11	2	2	2	1	4	4	4	4	10	9	8	7				
Misty	15	14	14	14	2	1	2	1	2	2	2	1	12	11	12	12				
Kent	4	2	2	2	0	0	0	0	0	0	0	0	4	2	2	2				
Pall Mall	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Raleigh Extra	7	6	6	7	0	0	0	0	0	0	0	0	7	6	6	7				
Capri	17	16	16	15	15	14	13	12	1	1	1	1	3	4	3	4				
True	1	1	1	1	0	0	0	0	0	0	0	0	1	1	1	1				
More	1	1	1	1	0	0	0	0	0	0	0	0	1	1	1	1				

2045046981

Note: Money Off includes: IRC and Buy Down Stickers. Others include: Refund Offers, Sweepstakes, and Mail In Offer.

**NIELSEN WEEKLY C-STORE REPORT**  
**% OF STORES WITH A PROMOTION**

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	3/12	3/19	3/26	4/2	3/12	3/19	3/26	4/2	3/12	3/19	3/26	4/2	3/12	3/19	3/26	4/2	3/12	3/19	3/26	4/2
<b>PRIVATE LABEL</b>																				
PM PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
RJR PL	1	3	4	4	0	0	0	0	0	0	0	0	1	3	4	4				
American PL	1	1	2	2	0	0	0	0	1	1	1	1	0	0	0	0				
Liggett PL	2	2	1	1	0	0	0	0	0	0	0	0	2	2	1	1				
Total PL	4	6	6	6	0	0	0	0	1	1	1	1	3	5	5	5				
<b>BRANDED DISCOUNT</b>																				
Basic	13	14	12	12	3	4	4	5	11	10	9	9	0	0	0	0				
Best Value	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Monarch	3	3	3	2	3	3	3	1	0	0	0	0	1	0	0	1				
GPC	15	13	16	16	0	0	0	0	0	0	0	0	15	13	16	16				
Raleigh Extra	7	6	6	7	0	0	0	0	0	0	0	0	7	6	6	7				
Doral	35	32	32	32	13	12	11	8	0	0	0	0	28	26	26	26				
Cambridge	11	10	11	14	2	3	6	9	5	4	4	5	4	4	2	2				
Viceroy	3	3	2	2	0	0	0	0	0	0	0	0	3	3	2	2				
Misty	15	14	14	14	2	1	2	1	2	2	2	1	12	11	12	12				
Montclair	20	19	20	19	5	3	2	2	5	6	6	6	14	14	15	14				
Alpine	2	2	2	3	0	0	0	1	0	0	0	0	2	2	2	2				
Sterling	7	6	6	5	0	0	0	0	0	0	0	0	7	6	6	5				
Bristol	2	2	2	1	0	0	0	0	0	0	0	0	2	2	2	1				
Magna	3	2	2	2	0	0	0	0	0	0	0	0	3	2	2	2				
Pyramid	2	2	2	2	0	0	0	0	0	0	0	0	2	2	2	2				
Riviera	6	5	5	4	0	0	0	0	1	1	1	1	5	3	3	3				
Bucks	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Richland 20'S	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
American F/LTs	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Bull Durham	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Covington	1	1	1	0	0	0	0	0	0	0	0	0	1	1	1	0				
Jasmine	1	1	1	1	0	0	0	0	0	0	0	0	1	1	1	1				
Total Branded Discount	NA	58	57	59	NA	21	22	23	NA	21	21	20	NA	48	47	48				
Total Discount	63	59	58	61	22	21	22	23	22	22	21	20	51	49	49	49				

2045046982

Note: Money Off includes: IRC and Buy Down Stickers. Others include: Refund Offers, Sweepstakes, and Mail In Offer.

**NIELSEN PRICING AUDIT  
CONVENIENCE STORES  
NET PACK PRICES - 4/2/94**

	1/8	1/15	1/22	1/29	2/5	2/12	2/19	2/26	3/5	3/12	3/19	3/26	4/2	Diff vs Wk ago
PREMIUM	\$1.90	\$1.91	\$1.91	\$1.91	\$1.91	\$1.91	\$1.91	\$1.91	\$1.91	\$1.90	\$1.90	\$1.91	\$1.91	\$0.00
MARLBORO	\$1.91	\$1.91	\$1.92	\$1.91	\$1.92	\$1.91	\$1.91	\$1.92	\$1.91	\$1.91	\$1.91	\$1.91	\$1.91	\$0.00
WINSTON	\$1.88	\$1.88	\$1.88	\$1.89	\$1.88	\$1.89	\$1.89	\$1.89	\$1.89	\$1.89	\$1.90	\$1.89	\$1.90	\$0.01
DIFFERENCE	\$0.03	\$0.04	\$0.03	\$0.03	\$0.03	\$0.03	\$0.02	\$0.03	\$0.02	\$0.02	\$0.01	\$0.02	\$0.01	-\$0.01
CAMBRIDGE	\$1.54	\$1.54	\$1.54	\$1.55	\$1.54	\$1.55	\$1.55	\$1.55	\$1.54	\$1.54	\$1.54	\$1.54	\$1.54	\$0.00
DORAL	\$1.51	\$1.51	\$1.51	\$1.50	\$1.50	\$1.48	\$1.48	\$1.47	\$1.47	\$1.47	\$1.47	\$1.48	\$1.47	-\$0.01
BASIC	\$1.50	\$1.52	\$1.52	\$1.53	\$1.53	\$1.53	\$1.53	\$1.53	\$1.53	\$1.53	\$1.53	\$1.54	\$1.53	-\$0.01
RJR PRIVATE LABEL	\$1.33	\$1.32	\$1.33	\$1.32	\$1.33	\$1.34	\$1.34	\$1.36	\$1.35	\$1.34	\$1.34	\$1.35	\$1.33	-\$0.02
BEST VALUE	\$1.40	\$1.43	\$1.41	\$1.41	\$1.41	\$1.43	\$1.41	\$1.41	\$1.41	\$1.40	\$1.41	\$1.41	\$1.44	\$0.02
MONARCH	\$1.45	\$1.47	\$1.46	\$1.47	\$1.47	\$1.47	\$1.47	\$1.47	\$1.47	\$1.47	\$1.47	\$1.47	\$1.47	\$0.00
GPC	\$1.40	\$1.41	\$1.41	\$1.40	\$1.41	\$1.39	\$1.40	\$1.40	\$1.41	\$1.40	\$1.40	\$1.41	\$1.40	-\$0.01
ALL AMERICAN VALUE	\$1.48	\$1.50	\$1.52	\$1.47	\$1.47	\$1.50	\$1.51	\$1.57	\$1.52	\$1.52	\$1.51	\$1.53	\$1.52	-\$0.01
LOWEST PRIVATE LABEL	\$1.38	\$1.37	\$1.36	\$1.37	\$1.37	\$1.36	\$1.36	\$1.36	\$1.36	\$1.36	\$1.35	\$1.35	\$1.35	\$0.00
LOWEST BRND DISC (NEW)	\$1.40	\$1.41	\$1.41	\$1.41	\$1.41	\$1.41	\$1.39	\$1.39	\$1.40	\$1.39	\$1.38	\$1.38	\$1.37	-\$0.01
LOWEST DISCOUNT	\$1.34	\$1.35	\$1.35	\$1.35	\$1.35	\$1.35	\$1.34	\$1.34	\$1.34	\$1.33	\$1.33	\$1.32	\$1.33	\$0.01
MARLBORO														
% GAP	42.4%	41.8%	41.9%	42.0%	42.0%	42.1%	42.3%	43.1%	42.4%	43.3%	43.6%	44.7%	43.8%	-0.9%
\$ GAP	\$0.57	\$0.56	\$0.57	\$0.57	\$0.57	\$0.57	\$0.57	\$0.58	\$0.57	\$0.58	\$0.58	\$0.59	\$0.58	-\$0.01

2045046983

CS Audit Pack Price

**NIELSEN PRICING AUDIT  
SUPERMARKETS  
NET CARTON PRICES - 4/2/94**

	1/8	1/15	1/22	1/29	2/5	2/12	2/19	2/26	3/5	3/12	3/19	3/26	4/2	DIFF VS WK AGO
PREMIUM	\$16.28	\$16.28	\$16.27	\$16.29	\$16.32	\$16.30	\$16.27	\$16.30	\$16.30	\$16.28	\$16.35	\$16.31	\$16.27	-\$0.04
MARLBORO	\$16.28	\$16.31	\$16.33	\$16.34	\$16.35	\$16.35	\$16.33	\$16.36	\$16.38	\$16.32	\$16.43	\$16.40	\$16.35	-\$0.05
WINSTON	\$16.27	\$16.25	\$16.22	\$16.24	\$16.31	\$16.28	\$16.28	\$16.30	\$16.33	\$16.33	\$16.35	\$16.32	\$16.28	-\$0.04
DIFFERENCE	\$0.02	\$0.06	\$0.11	\$0.10	\$0.03	\$0.08	\$0.04	\$0.06	\$0.05	-\$0.01	\$0.08	\$0.07	\$0.07	\$0.00
CAMBRIDGE	\$13.55	\$13.52	\$13.50	\$13.50	\$13.59	\$13.59	\$13.59	\$13.69	\$13.66	\$13.64	\$13.76	\$13.73	\$13.65	-\$0.08
DORAL	\$13.30	\$13.14	\$12.94	\$12.83	\$12.85	\$12.89	\$12.87	\$12.88	\$12.86	\$12.81	\$12.91	\$12.89	\$12.87	-\$0.02
BASIC	\$13.33	\$13.32	\$13.28	\$13.24	\$13.24	\$13.26	\$13.31	\$13.27	\$13.30	\$13.23	\$13.29	\$13.39	\$13.32	-\$0.07
RJR PRIVATE LABEL	\$12.21	\$12.13	\$12.22	\$12.16	\$12.18	\$12.06	\$11.95	\$12.10	\$12.02	\$12.10	\$12.00	\$12.08	\$12.14	\$0.06
BEST VALUE	\$12.94	\$12.96	\$12.80	\$12.76	\$12.85	\$12.85	\$12.93	\$12.95	\$12.80	\$12.84	\$12.81	\$12.70	\$12.84	\$0.14
MONARCH	\$13.06	\$13.01	\$12.93	\$12.96	\$12.99	\$12.88	\$13.01	\$12.95	\$12.93	\$12.95	\$13.05	\$13.16	\$12.94	-\$0.22
GFC	\$12.31	\$12.23	\$12.18	\$12.18	\$12.13	\$12.17	\$12.15	\$12.22	\$12.13	\$12.08	\$12.07	\$12.16	\$12.11	-\$0.05
ALL AMERICAN VALUE	\$13.70	\$13.40	\$13.28	\$13.42	\$13.35	\$13.32	\$13.49	\$13.10	\$13.31	\$13.44	\$13.62	\$13.86	\$13.37	-\$0.49
LOWEST PRIVATE LABEL	\$11.74	\$11.67	\$11.76	\$11.67	\$11.72	\$11.67	\$11.56	\$11.65	\$11.58	\$11.67	\$11.68	\$11.67	\$11.62	-\$0.05
LOWEST BRANDED DISC	\$12.63	\$12.47	\$12.33	\$12.28	\$12.28	\$12.29	\$12.19	\$12.26	\$12.28	\$12.14	\$12.14	\$12.18	\$12.15	-\$0.03
LOWEST DISCOUNT	\$11.97	\$11.88	\$11.81	\$11.76	\$11.76	\$11.76	\$11.66	\$11.73	\$11.73	\$11.64	\$11.63	\$11.70	\$11.66	-\$0.04
MARLBORO														
% GAP	36.0%	37.3%	38.3%	38.9%	39.1%	39.0%	40.0%	39.4%	39.6%	40.2%	41.3%	40.0%	40.2%	0.2%
\$ GAP	\$4.31	\$4.43	\$4.52	\$4.58	\$4.59	\$4.59	\$4.67	\$4.63	\$4.64	\$4.68	\$4.80	\$4.68	\$4.69	\$0.01

2045046984

Sprmt Audit Price

# ORIGINAL BUDGET FORECAST SECOND QUARTER 1994

## TOTAL VOLUME

## TOTAL SHARE

INDUSTRY	WEEK ENDING 4/15			WEEK ENDING 4/15		
	<u>FCAST</u>	<u>ACTUAL</u>	<u>DIFF.</u>	<u>FCAST</u>	<u>ACTUAL</u>	<u>DIFF.</u>
INDUSTRY	8,319	10,191	1,872			
PHILIP MORRIS	2,935	4,670	1,735	35.28	45.83	10.55
R.J. REYNOLDS	2,803	2,828	25	33.69	27.75	-5.94
B&W	1,082	1,070	-12	13.01	10.50	-2.50
LORILLARD	690	707	17	8.29	6.94	-1.36
AMERICAN	618	684	66	7.43	6.71	-0.72
LIGGETT	191	230	39	2.30	2.25	-0.04

INDUSTRY	QUARTER TO DATE			QUARTER TO DATE		
	<u>FCAST</u>	<u>ACTUAL</u>	<u>DIFF.</u>	<u>FCAST</u>	<u>ACTUAL</u>	<u>DIFF.</u>
INDUSTRY	17,102	21,285	4,183			
PHILIP MORRIS	5,945	9,851	3,906	34.76	46.28	11.52
R.J. REYNOLDS	5,808	5,836	28	33.96	27.42	-6.54
B&W	2,242	2,263	21	13.11	10.63	-2.48
LORILLARD	1,431	1,449	18	8.37	6.81	-1.56
AMERICAN	1,282	1,466	184	7.50	6.89	-0.61
LIGGETT	394	414	20	2.30	1.95	-0.36

INDUSTRY	YEAR TO DATE			YEAR TO DATE		
	<u>FCAST</u>	<u>ACTUAL</u>	<u>DIFF.</u>	<u>FCAST</u>	<u>ACTUAL</u>	<u>DIFF.</u>
INDUSTRY	128,488	136,580	8,092			
PHILIP MORRIS	53,309	59,543	6,234	41.49	43.60	2.11
R.J. REYNOLDS	38,884	38,561	-323	30.26	28.23	-2.03
B&W	15,132	15,392	260	11.78	11.27	-0.51
LORILLARD	9,821	10,115	294	7.64	7.41	-0.24
AMERICAN	8,639	9,768	1,129	6.72	7.15	0.43
LIGGETT	2,703	3,172	469	2.10	2.32	0.22

2045046985

**13WM AVERAGE BY COMPETITOR  
W/E 4/15/94**

INDUSTRY	VOLUME 9,307	DIFF % CHANGE VS PRIOR VS PRIOR		SHARE	DIFF VS PRIOR 13 WKS
		13 WKS	13 WKS		
		113	1.2%		
PHILIP MORRIS	4,084	15	0.4%	43.88	-0.38
R.J. REYNOLDS	2,602	91	3.6%	27.96	0.65
B&W	1,039	-18	-1.7%	11.18	-0.33
LORILLARD	693	7	1.0%	7.44	-0.02
AMERICAN	665	34	5.3%	7.15	0.28
LIGGETT	222	-15	-6.5%	2.39	-0.19

**DISCOUNT**

INDUSTRY	VOLUME 3,114	DIFF % CHANGE VS PRIOR VS PRIOR		SHARE OF CAT.	DIFF VS PRIOR 13 WKS
		13 WKS	13 WKS		
		18	0.6%	33.46	-0.21
PHILIP MORRIS	841	-39	-4.4%	27.01	-1.42
R.J. REYNOLDS	1,086	53	5.1%	34.87	1.50
B&W	619	-19	-3.0%	19.88	-0.73
LORILLARD	30	4	13.9%	0.95	0.11
AMERICAN	366	32	9.6%	11.76	0.97
LIGGETT	172	-12	-6.7%	5.52	-0.43

**PREMIUM**

VOLUME 6,192	DIFF % CHANGE VS PRIOR VS PRIOR		SHARE OF CAT.	DIFF VS PRIOR 13 WKS
	13 WKS	13 WKS		
	95	1.6%	66.54	0.21
3,243	54	1.7%	52.37	0.07
1,516	39	2.6%	24.48	0.25
419	1	0.2%	6.77	-0.09
663	3	0.5%	10.71	-0.12
299	1	0.5%	4.83	-0.05
50	-3	-5.5%	0.81	-0.06

	1994 BENCHMARK	13WM ACTUAL	DIFF.	BENCHMARK GUIDELINE
PM-USA:	42.00	43.88	1.88	FAVORABLE
MARLBORO SHARE OF INDUSTRY	24.90	26.57	1.67	FAVORABLE
BASIC SHARE OF DISCOUNT	14.20	14.43	0.23	FAVORABLE

2045046986

# DISCOUNT YEAR TO DATE

W/E 4/15/94

		<u>DIFF</u> <u>VS</u>	<u>% CHANGE</u> <u>VS</u>		<u>DIFF</u> <u>VS</u>
	<u>VOLUME</u>	<u>1993</u>	<u>1993</u>	<u>SHARE</u>	<u>1993</u>
INDUSTRY	45,728	-2,671	-5.5%	33.48	-6.76
PHILIP MORRIS	12,299	-2,443	-16.6%	26.90	-3.56
R.J. REYNOLDS	16,043	-3,056	-16.0%	35.08	-4.38
B&W	9,177	1,377	17.7%	20.07	3.95
LORILLARD	433	-34	-7.3%	0.95	-0.02
AMERICAN	5,345	1,087	25.5%	11.69	2.89
LIGGETT	2,430	398	19.6%	5.31	1.11

# PREMIUM YEAR TO DATE

		<u>DIFF</u> <u>VS</u>	<u>% CHANGE</u> <u>VS</u>		<u>DIFF</u> <u>VS</u>
	<u>VOLUME</u>	<u>1993</u>	<u>1993</u>	<u>SHARE</u>	<u>1993</u>
INDUSTRY	90,852	18,992	26.4%	66.52	6.76
PHILIP MORRIS	47,244	12,602	36.4%	52.00	3.79
R.J. REYNOLDS	22,518	1,869	9.1%	24.79	-3.95
B&W	6,216	2,597	71.7%	6.84	1.81
LORILLARD	9,683	1,903	24.5%	10.66	-0.17
AMERICAN	4,423	224	5.3%	4.87	-0.97
LIGGETT	742	-206	-21.7%	0.82	-0.50

2045046987

# PRELIMINARY WEEKLY VOLUME AND SHARE

W/E 4/15/94

## WEEK

INDUSTRY						<u>VOLUME</u>		
	<u>VOLUME</u>	<u>DIFF</u> <u>VS 1993</u>	<u>%CHANGE</u> <u>VS 1993</u>	<u>SHARE</u>	<u>DIFF</u> <u>VS 1993</u>	<u>FCST</u>	<u>DIFF VS</u> <u>FCST</u>	<u>%CHANGE</u> <u>VS FCST</u>
INDUSTRY	10,191	4,024	65.3%			8,319	1,872	22.5%
PHILIP MORRIS	4,670	2,186	88.0%	45.83	5.54	2,935	1,735	59.1%
R.J. REYNOLDS	2,828	1,045	58.6%	27.75	-1.15	2,803	25	0.9%
B&W	1,070	282	35.8%	10.50	-2.28	1,082	-12	-1.1%
LORILLARD	707	104	17.3%	6.94	-2.84	690	17	2.5%
AMERICAN	684	315	85.5%	6.71	0.73	618	66	10.6%
LIGGETT	230	91	65.6%	2.25	0.01	191	39	20.2%

INDUSTRY	<u>DISCOUNT</u>			<u>PREMIUM</u>		
	<u>VOLUME</u>	<u>SHARE</u>	<u>%CONT.</u>	<u>VOLUME</u>	<u>SHARE</u>	<u>%CONT.</u>
INDUSTRY	3,344	32.81		6,848	67.19	
PHILIP MORRIS	901	26.95	19.3%	3,769	55.05	80.7%
R.J. REYNOLDS	1,194	35.72	42.2%	1,634	23.86	57.8%
B&W	647	19.36	60.5%	423	6.18	39.5%
LORILLARD	30	0.91	4.3%	677	9.88	95.7%
AMERICAN	385	11.51	56.3%	299	4.36	43.7%
LIGGETT	185	5.55	80.7%	44	0.65	19.3%

## YTD

INDUSTRY					
	<u>VOLUME</u>	<u>DIFF</u> <u>VS 1993</u>	<u>%CHANGE</u> <u>VS 1993</u>	<u>SHARE</u>	<u>DIFF</u> <u>VS 1993</u>
INDUSTRY	136,580	16,321	13.6%		
PHILIP MORRIS	59,543	10,159	20.6%	43.60	2.53
R.J. REYNOLDS	38,561	-1,186	-3.0%	28.23	-4.82
B&W	15,392	3,974	34.8%	11.27	1.78
LORILLARD	10,115	1,869	22.7%	7.41	0.55
AMERICAN	9,768	1,311	15.5%	7.15	0.12
LIGGETT	3,172	192	6.4%	2.32	-0.16

2045046988



2045046989

D. Beran  
120/6