

Nielsen Volume & Share

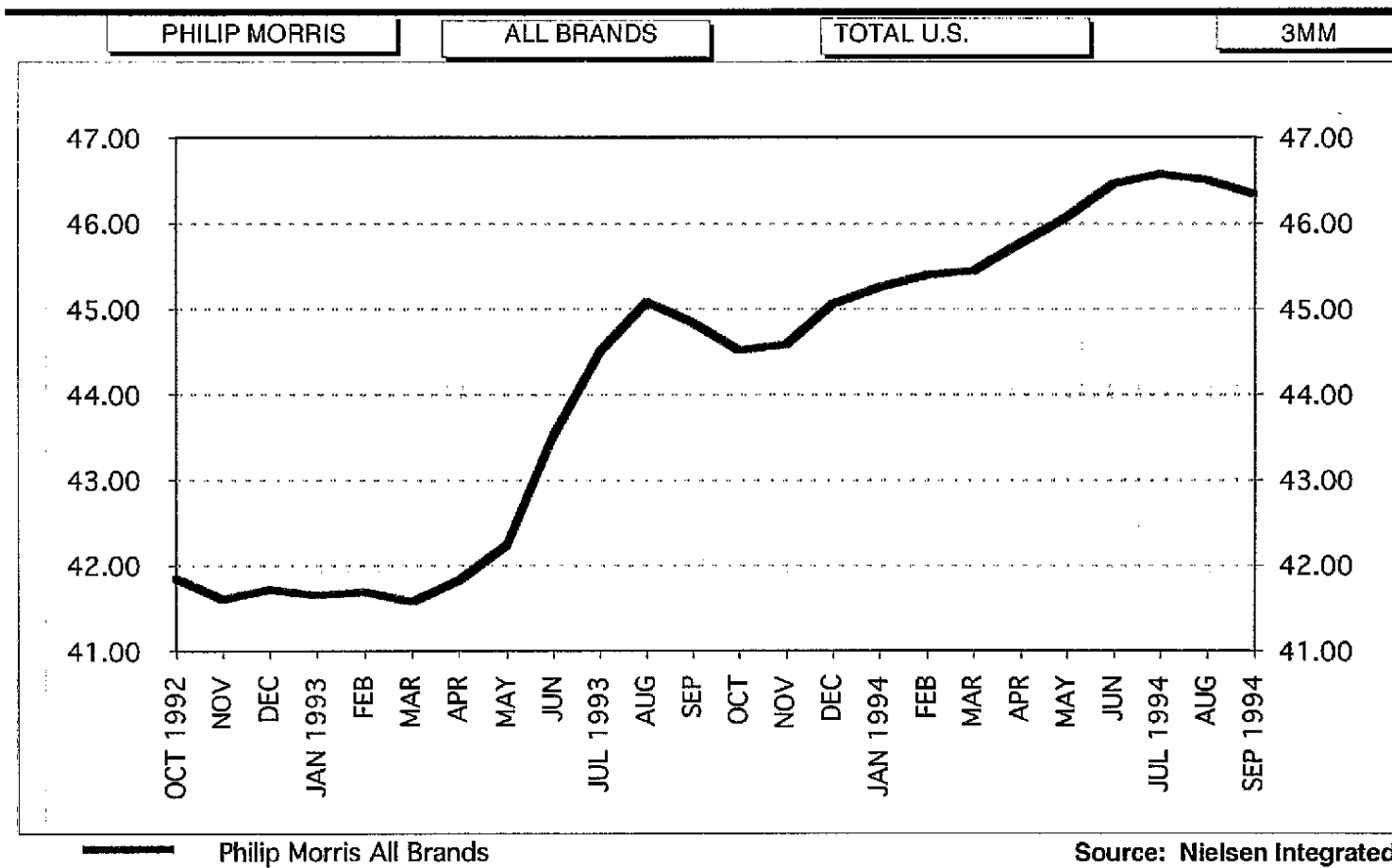
TOTAL U.S.		3MM		
	Vol % Chg	Share	Share Chg YAG	Share Chg MAG
Tot Industry	4.57			
Tot Premium	11.67	80.57	5.12	0.12
Tot Discount	-15.69	19.27	-4.63	-1.63
Tot Branded Discount	xx.xx	xx.xx	x.xx	x.xx
Tot Private Label	xx.xx	xx.xx	x.xx	x.xx
Philip Morris	9.32	50.13	2.18	0.18
R. J. Reynolds	-8.76	21.58	-3.15	-0.15
American Brands	6.05	7.20	0.10	0.10
Brown & Williamson	-1.11	6.41	-0.37	-0.37
Lorillard	18.69	12.93	1.54	0.54
Liggett Group	-10.31	1.65	-0.27	-0.27

Source: Nielsen Integrated
 Nielsen Integrated - Monthly as of JUN 1994

Manufacturer & Brand

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Nielsen Share Trends



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Shipment Volume & Share

TOTAL U.S.		3MM		
	Vol % Chg	Share	Share Chg YAG	Share Chg MAG
TOT INDUSTRY	6.97	100.00	0.00	0.00
TOT PREMIUM	-42.84	0.11	-0.10	0.01
TOT DISCOUNT				
TOT BRANDED DISCOUNT	-5.75	26.08	-3.52	0.30
TOT PRIVATE LABEL	-13.19	20.00	-4.65	-0.05
PHILIP MORRIS	13.37	44.77	2.52	-0.38
R. J. REYNOLDS	-8.73	26.39	-4.54	0.13
AMERICAN BRANDS	17.64	7.38	0.67	0.16
BROWN & WILLIAMSON	10.81	11.61	0.40	0.07
LIGGETT GROUP	13.72	2.29	0.14	-0.08
LORILLARD	19.80	7.56	0.81	0.09

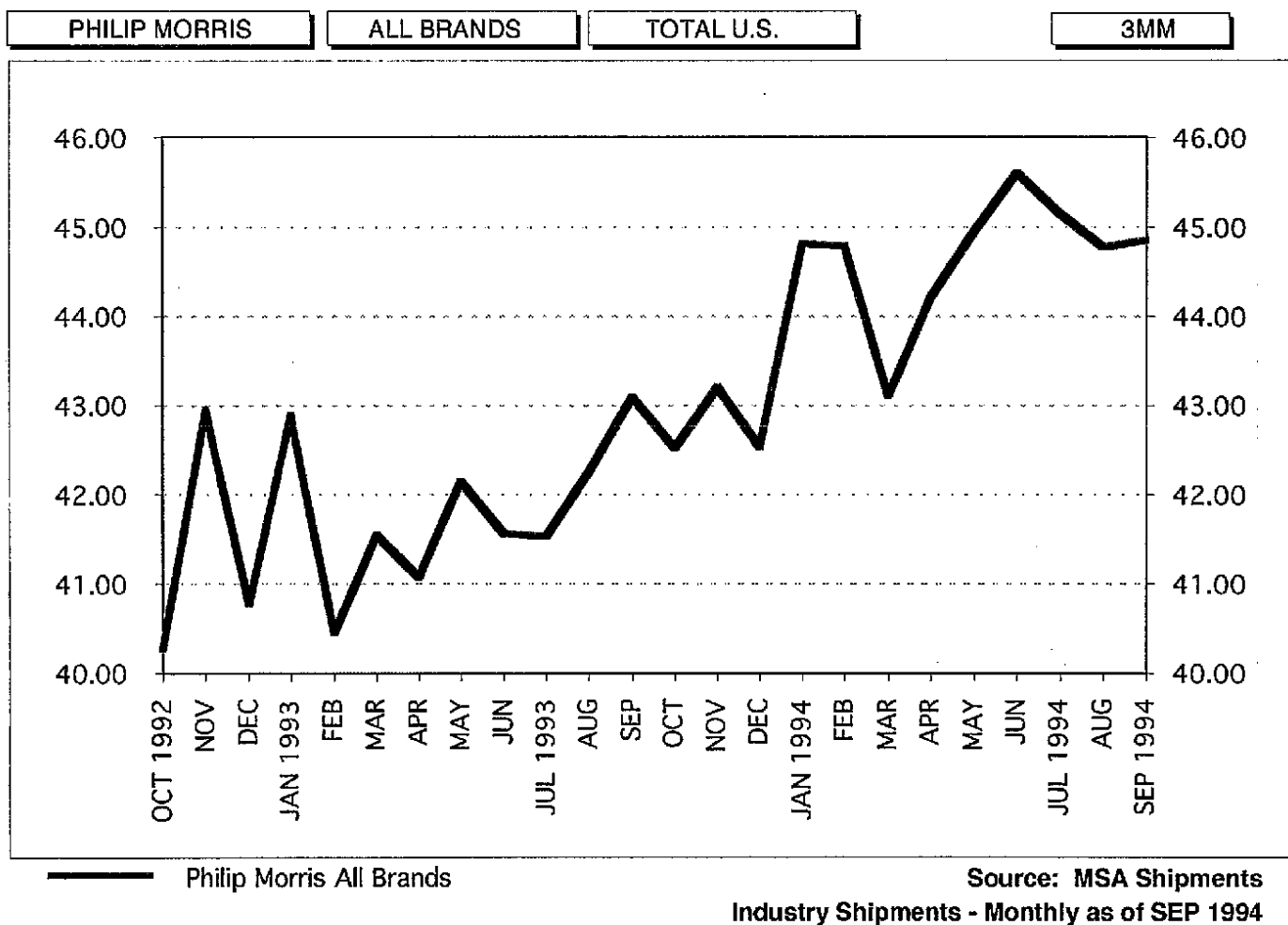
Source: MSA Shipment

Manufacturer & Brand

Industry Shipments - Monthly as of JUN 1994

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Shipment Share Trends



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Share & Contribution by Region/TradeClass

PHILIP MORRIS

REGIONS

1MM

	Vol % Chg	Share	Share Chg YAG	Share Chg MAG	% Contribution
TOTAL U.S.	5.91	46.31	1.49	-0.16	100.0
REGION 1	5.36	49.48	0.74	-0.31	14.6
REGION 2	12.66	44.04	1.92	-0.50	25.2
REGION 3	3.11	46.41	1.61	0.52	20.1
REGION 4	0.13	46.81	0.86	-0.33	24.9
REGION 5	10.09	46.52	2.50	-0.02	15.1

Source: Nielsen Integrated
 Nielsen Integrated - Monthly as of JUN 1994

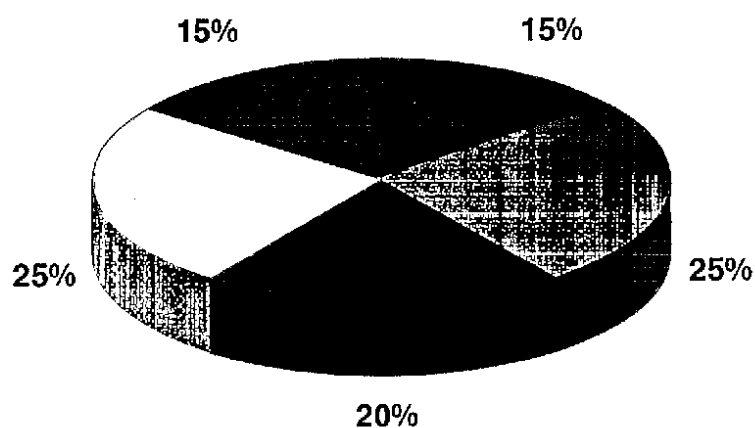
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Regional Contribution to Company

PHILIP MORRIS

3MM



Contribution Chg YAG

Region 1	-0.20
Region 2	1.64
Region 3	-0.23
Region 4	-1.57
Region 5	0.41

Region 1
 Region 2
 Region 3
 Region 4
 Region 5

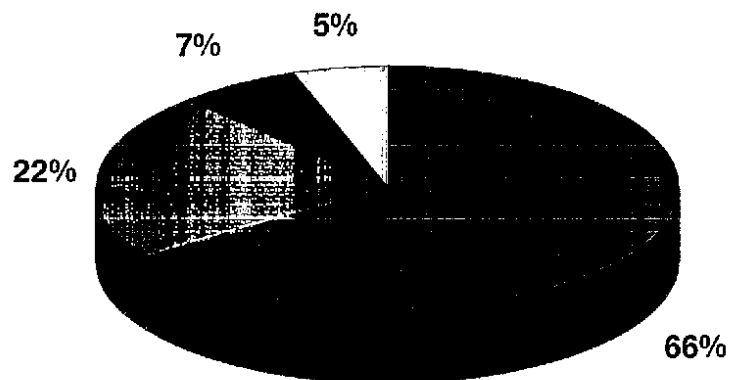
Source: Nielsen Integrated
Nielsen Integrated - Monthly as of SEP 1994

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Trade Class Contribution to Company

PHILIP MORRIS

3MM



Contribution Chg YAG

Convenience	1.09
Supermarkets	-2.33
Drug Stores	0.23
Mass Merchandise	1.00

Convenience
Supermarkets

Drug Stores
Mass Merchandise

Source: Nielsen Integrated
Nielsen Integrated - Monthly as of SEP 1994

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Company Shipment Share by Region

SHARE		3MM			
	Region 1	Region 2	Region 3	Region 4	Region 5
Philip Morris	46.41	43.62	43.84	44.20	46.85
R. J. Reynolds	20.78	29.52	29.44	26.66	25.28
American Brands	8.52	7.16	6.58	7.27	7.43
Brown & Williamson	8.09	9.51	13.46	11.96	14.38
Lorillard	14.43	8.13	3.73	7.14	4.31
Liggett Group	1.76	2.03	2.92	2.75	1.73

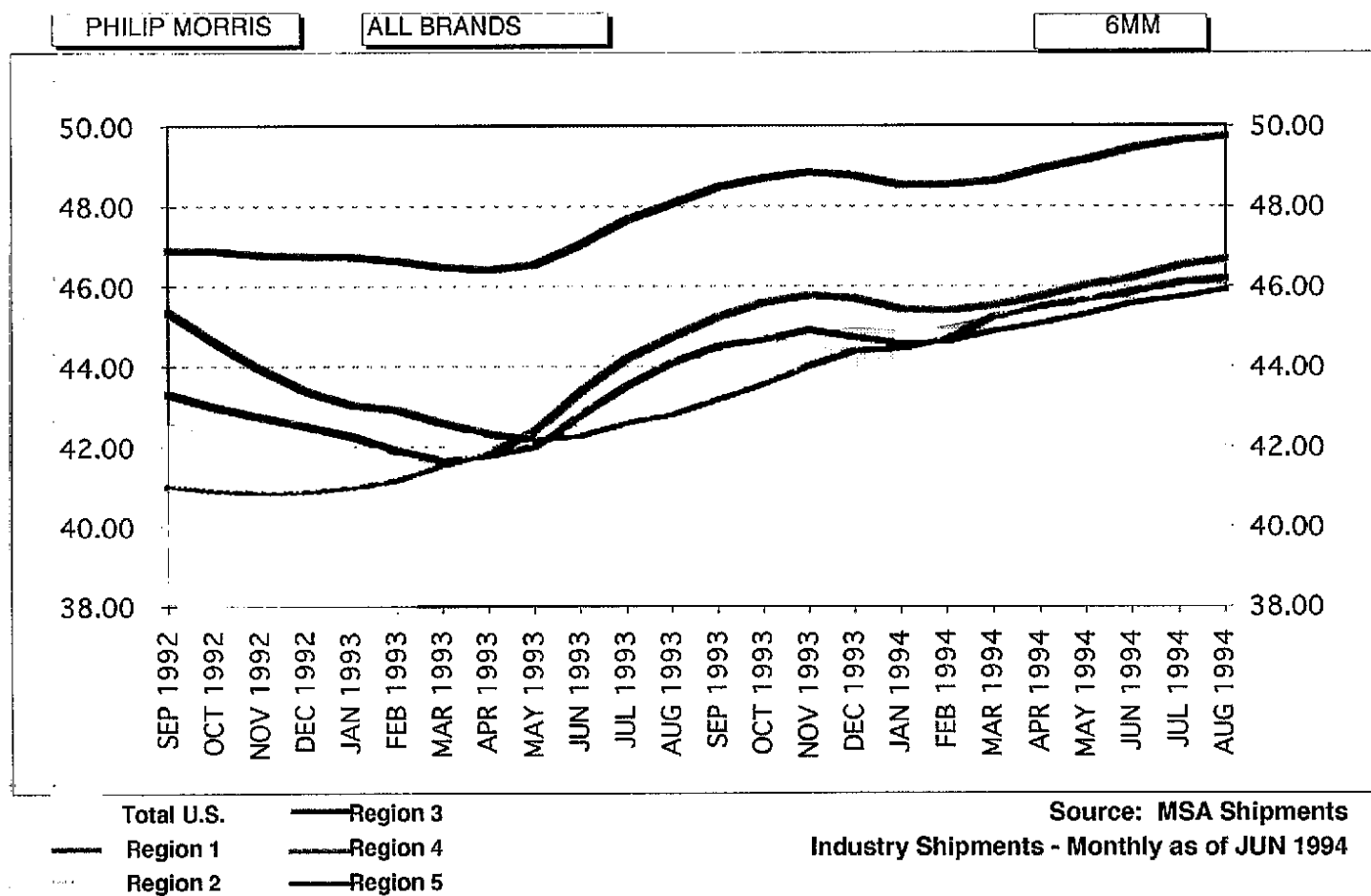
Source: MSA Shipments

Manufacturer & Brand

Industry Shipments - Monthly as of SEP 1994

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Share Trends by Region



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Top 15 Brands Based on Share

PREMIUM

TOTAL U.S.

3MM

	Vol % Chg		Share		Share Chg		Share Chg		SDI
	Rank	%	Rank	Share	Rank	MAG	Rank	YAC	
Tot Marlboro	6	14.11	1	29.12	1	0.16	1	2.85	100.00
Tot Winston	22	-11.19	2	6.12	3	0.07	3	-0.97	100.00
Tot Camel	5	15.84	3	4.45	2	0.08	2	0.50	100.00
Tot Newport	3	24.47	4	4.00	4	0.06	4	0.69	100.00
Tot Salem	13	1.99	5	3.89	6	0.00	6	-0.04	100.00
Tot Kool	9	6.74	6	3.14	25	-0.01	25	0.11	100.00
Tot V Slims	8	8.73	7	2.84	14	0.00	14	0.15	100.00
Tot Merit	7	11.12	8	2.82	23	0.00	23	0.21	100.00
Tot B + H	11	2.94	9	2.41	29	-0.04	29	0.00	100.00
Tot Vantage	17	-5.71	10	1.35	28	-0.02	28	-0.12	100.00
Tot Carlton	10	5.02	11	1.35	7	0.00	7	0.03	100.00
Tot Pall Mall	12	2.28	12	1.06	26	-0.01	26	-0.01	100.00
Tot Kent	20	-8.66	13	1.01	8	0.00	8	-0.13	100.00
Tot Capri	4	22.01	14	0.70	16	0.00	16	0.11	100.00
Tot Now	18	-7.47	15	0.61	27	-0.01	27	-0.07	100.00

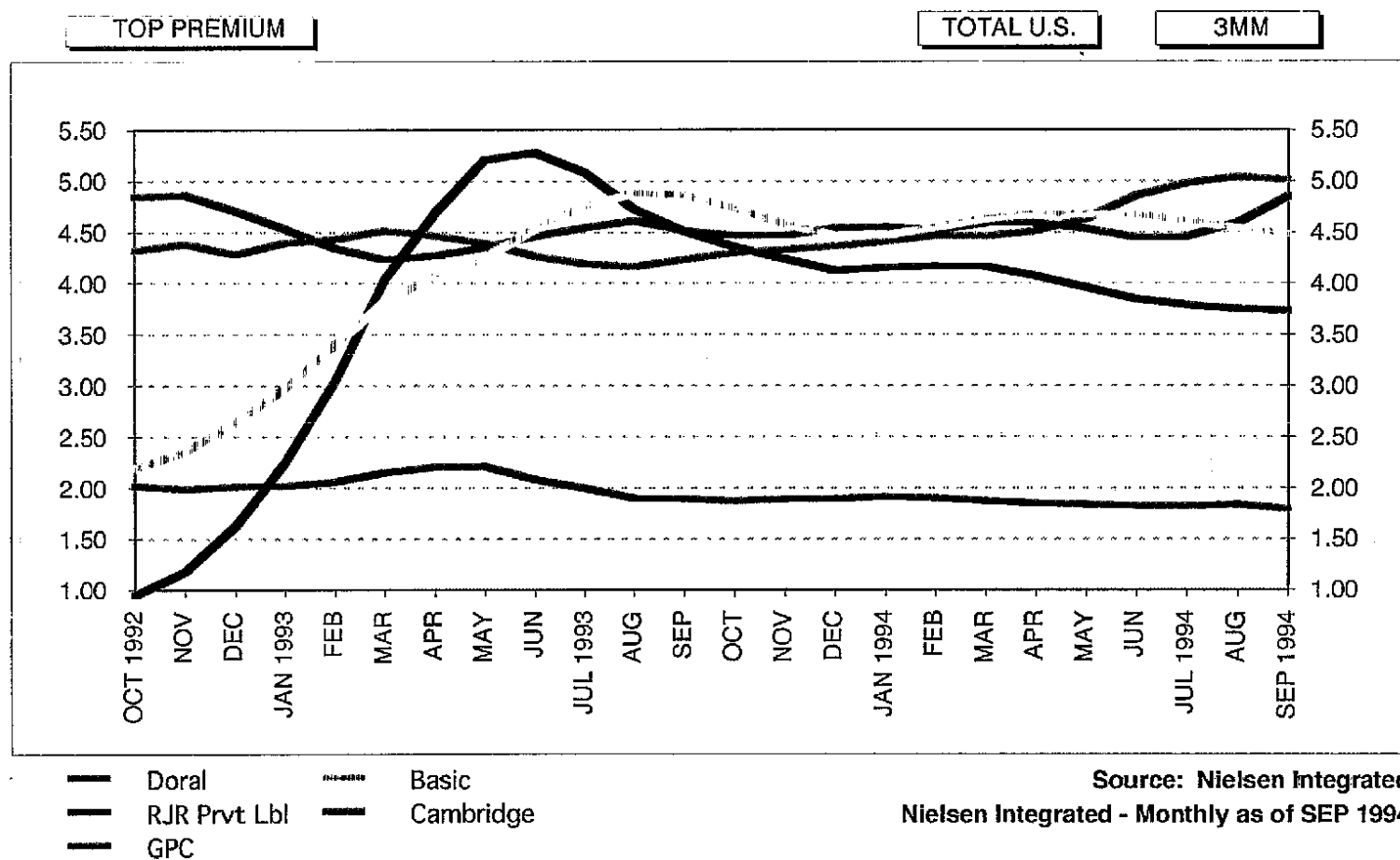
Source: Nielsen Integrated

Manufacturer & Brand

Nielsen Integrated - Monthly as of SEP 1994

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Top Brands Share Trends



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Top/Bottom Performing Sections

PHILIP MORRIS

TOP NIELSEN SECTIONS BY SHARE

6MM

	Vol Chg	Share	Share Chg	SDI	Contribution
Section 13	-0.50	63.44	-0.98	116	0.5
Section 54	7.02	62.29	-1.35	114	2.0
Section 11	-7.31	61.33	-0.74	113	0.4
Section 42	-2.16	61.27	-0.69	112	1.1
Section 35	0.29	60.51	-1.73	111	1.2
Section 36	5.10	59.98	-0.07	110	0.7
Section 44	-1.30	59.63	-0.69	109	0.7
Section 33	-4.71	59.47	-1.64	109	1.6
Section 53	-1.31	59.44	-0.70	109	1.2
Section 52	3.31	59.34	-0.42	109	1.5

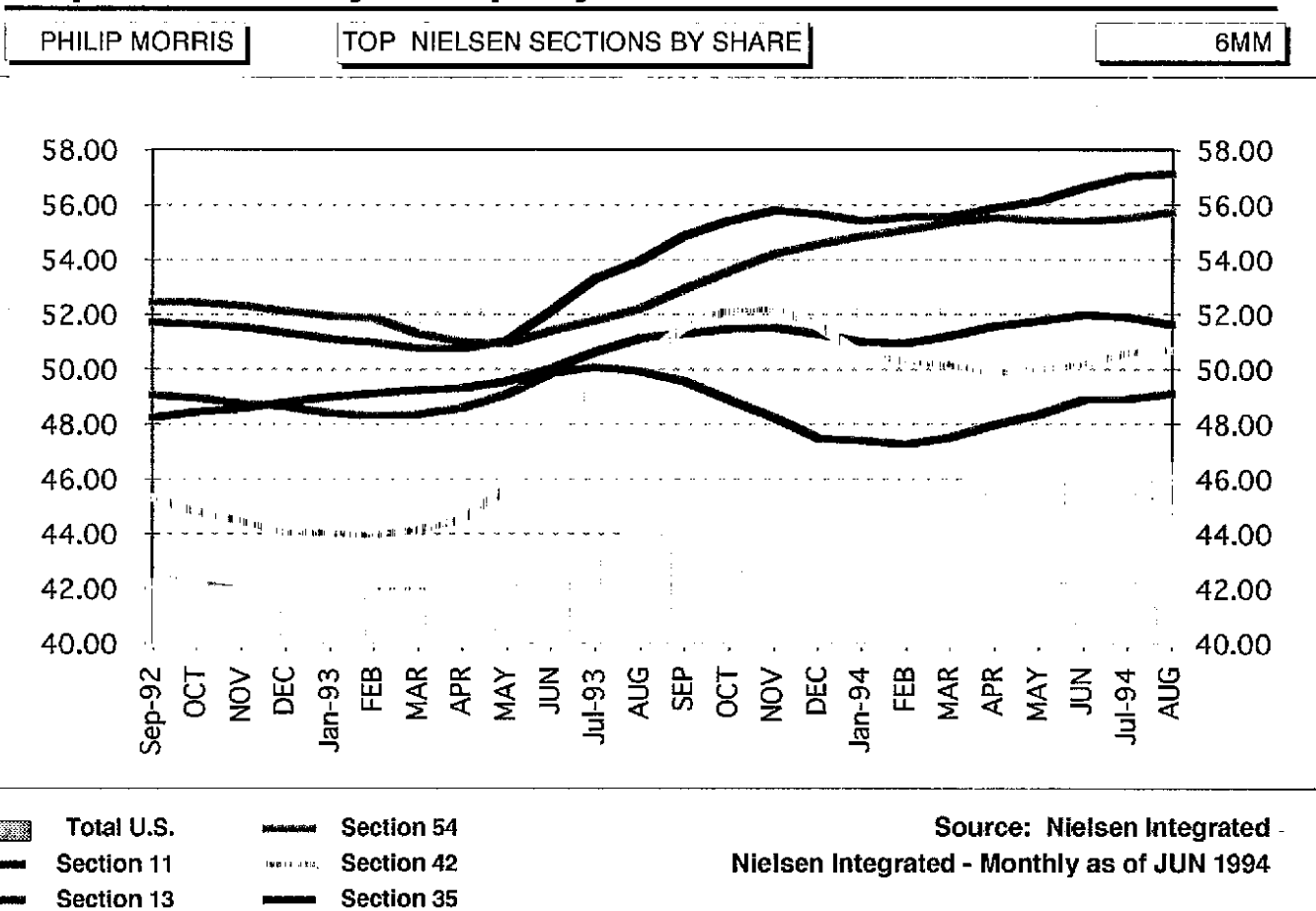
Source: Nielsen Integrated

Manufacturer & Brand

Nielsen Integrated - Monthly as of JUN 1994

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Top Sections by Company



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Top/Bottom Performing Sections for Premium Brands

MARLBORO

TOP NIELSEN SECTIONS BY SHARE

6MM

	Vol % Chg	Share	Share Chg	SDI	% Contribution
Section 54	14.24	38.11	5.35	137	4.4
Section 13	24.65	36.83	4.56	132	3.9
Section 11	19.65	32.09	6.30	115	5.7
Section 52	26.36	31.54	6.31	113	4.7
Section 36	37.59	31.09	5.84	112	4.4
Section 24	37.52	30.73	6.18	110	7.4
Section 44	19.98	30.00	5.97	108	4.3
Section 14	33.73	29.86	3.91	107	3.7
Section 35	33.94	29.35	0.34	105	4.0
Section 21	20.18	28.72	2.84	103	4.6

Source: Nielsen Integrated

Manufacturer & Brand

Nielsen Integrated - Monthly as of JUN 1994

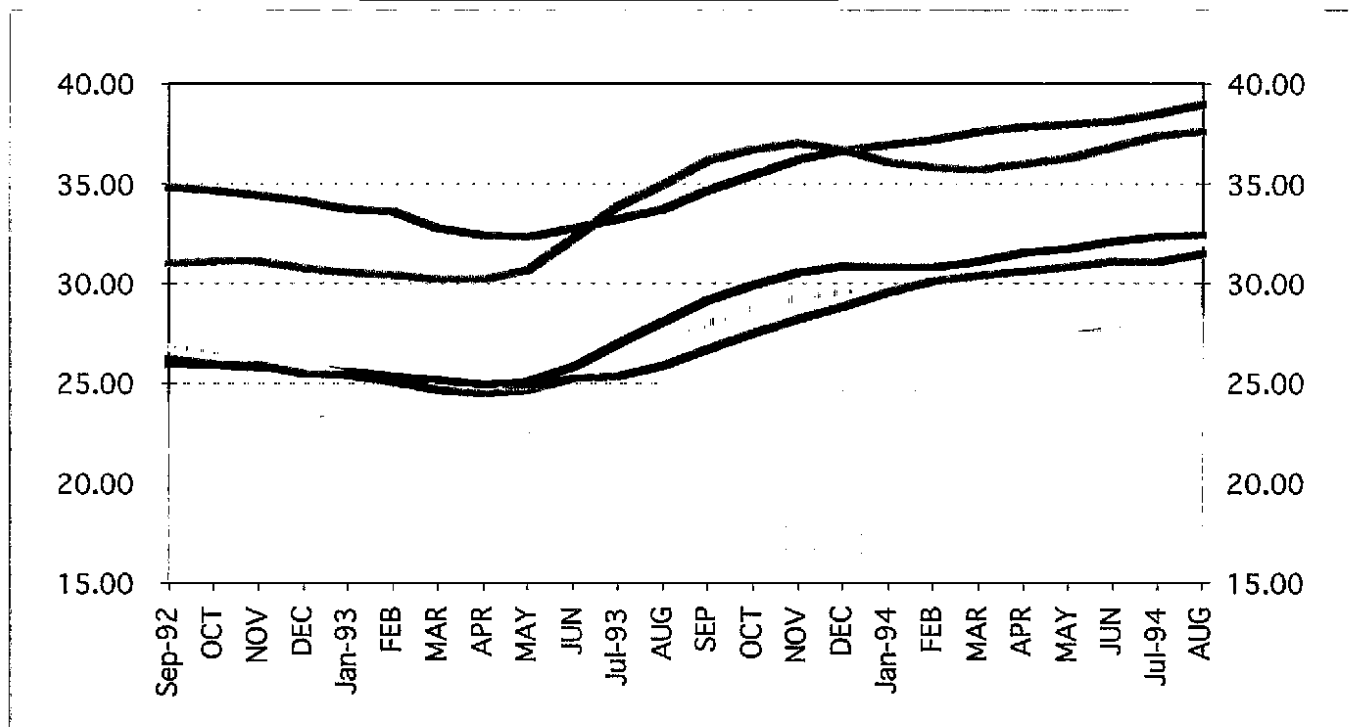
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Top Sections for Premium Brands

MARLBORO

TOP NIELSEN SECTIONS BY SHARE

6MM



Total U.S.
 Section 11
 Section 36
 Section 13
 Section 52
 Section 24

Source: Nielsen Integrated
Nielsen Integrated - Monthly as of JUN 1994

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Top/Bottom Performing Sections for Discount Brands

GPC

TOP NIELSEN SECTIONS BY SHARE

6MM

	Vol % Chg	Share	Share Chg	SDI	% Contribution
Section 52	-12.88	13.74	-2.20	295	12.1
Section 31	6.25	11.79	0.06	253	10.0
Section 51	110.19	10.49	5.73	225	9.0
Section 44	-2.27	6.54	0.11	140	5.6
Section 53	45.84	6.28	1.76	135	4.1
Section 54	-12.22	6.00	-0.71	129	4.1
Section 43	41.88	5.82	1.73	125	6.5
Section 33	12.82	5.75	0.43	123	5.3
Section 45	18.69	4.49	0.46	96	4.4
Section 22	-6.19	4.38	-0.99	94	6.4

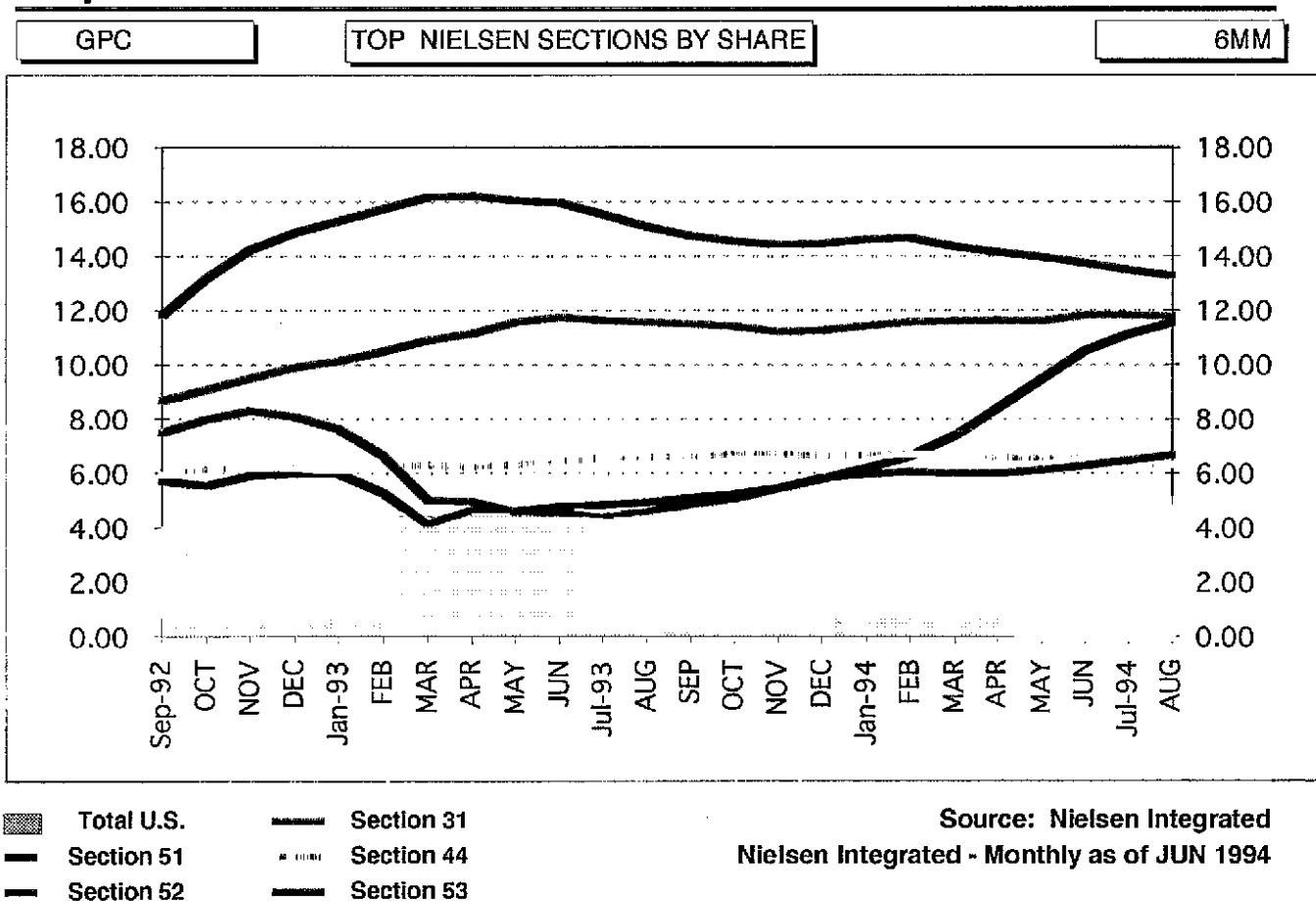
Source: Nielsen Integrated

Manufacturer & Brand

Nielsen Integrated - Monthly as of JUN 1994

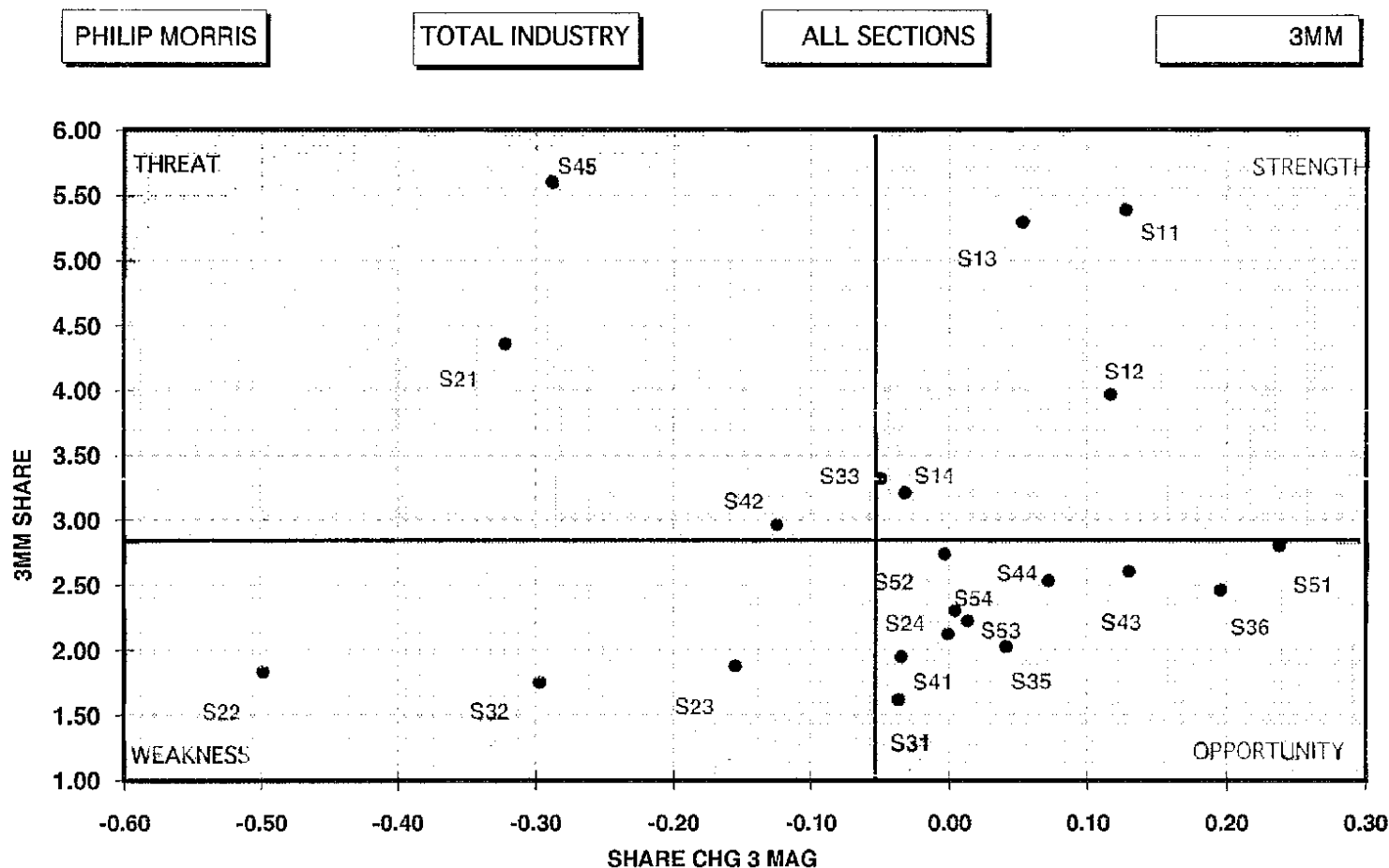
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Top Sections for Discount Brands



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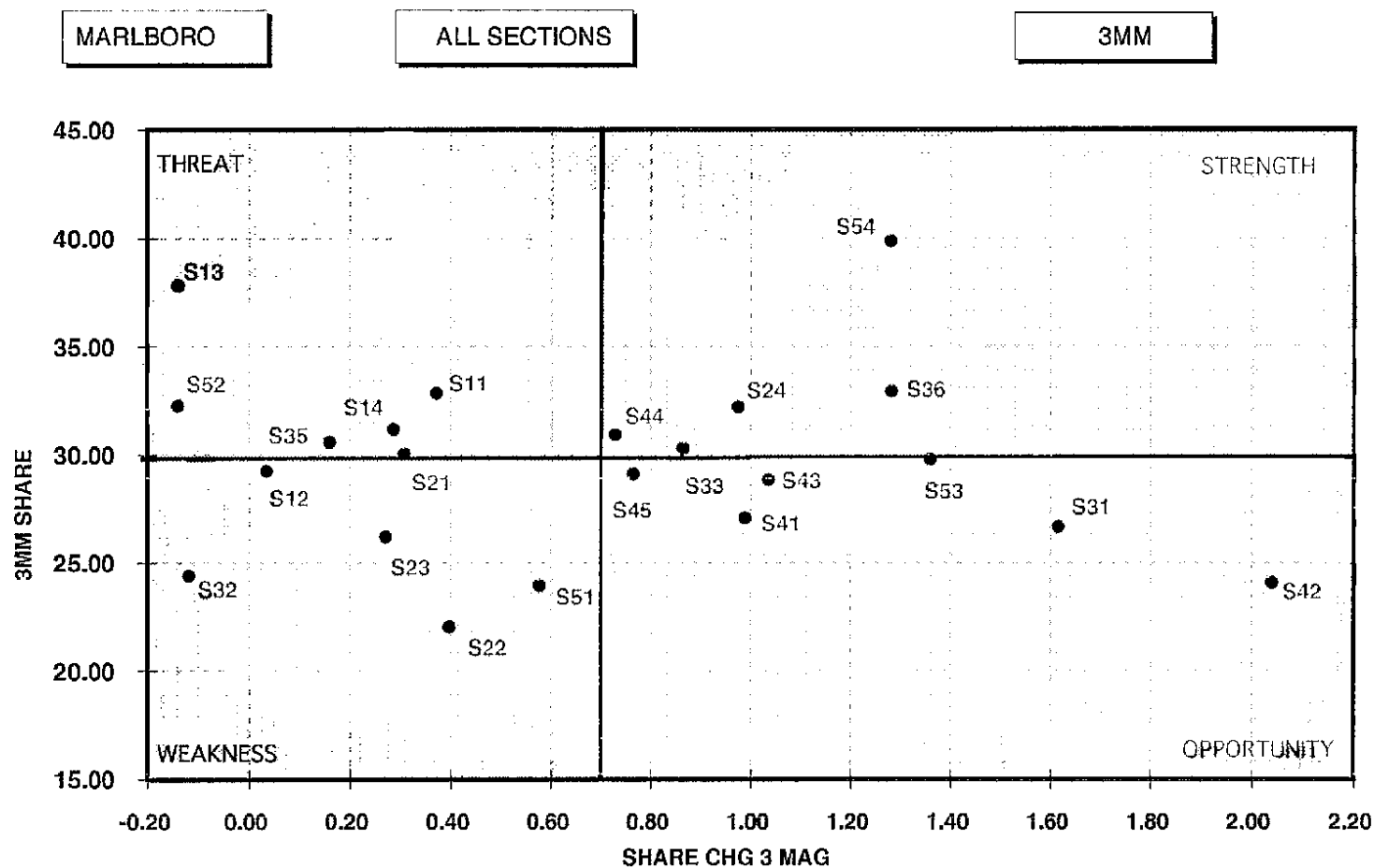
Share vs. Share Change by Section



Source: Nielsen Integrated
Nielsen Integrated - Monthly as of JUN 1994

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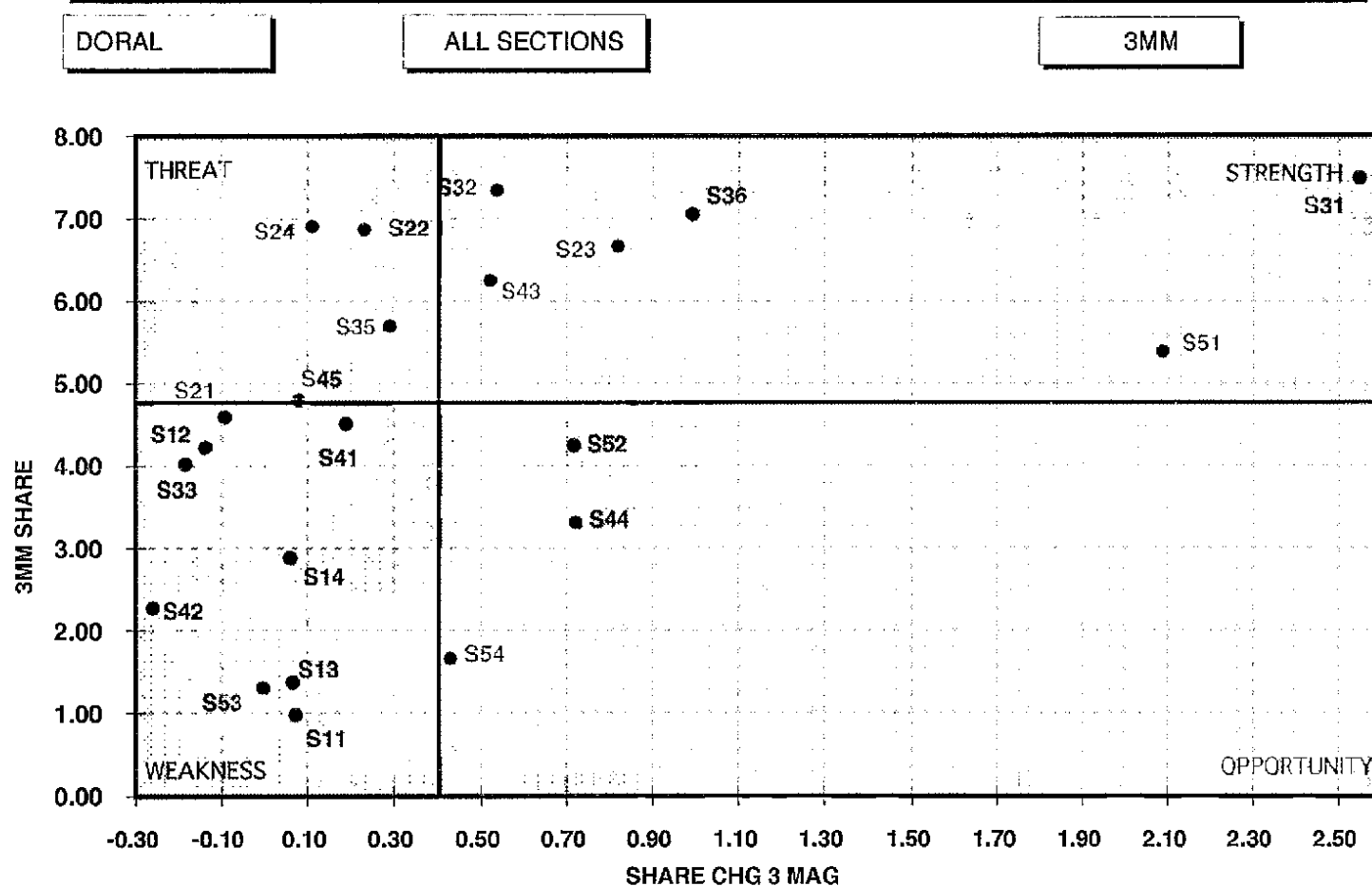
Premium Share vs. Share Change by Section



Source: Nielsen Integrated
Nielsen Integrated - Monthly as of SEP1994

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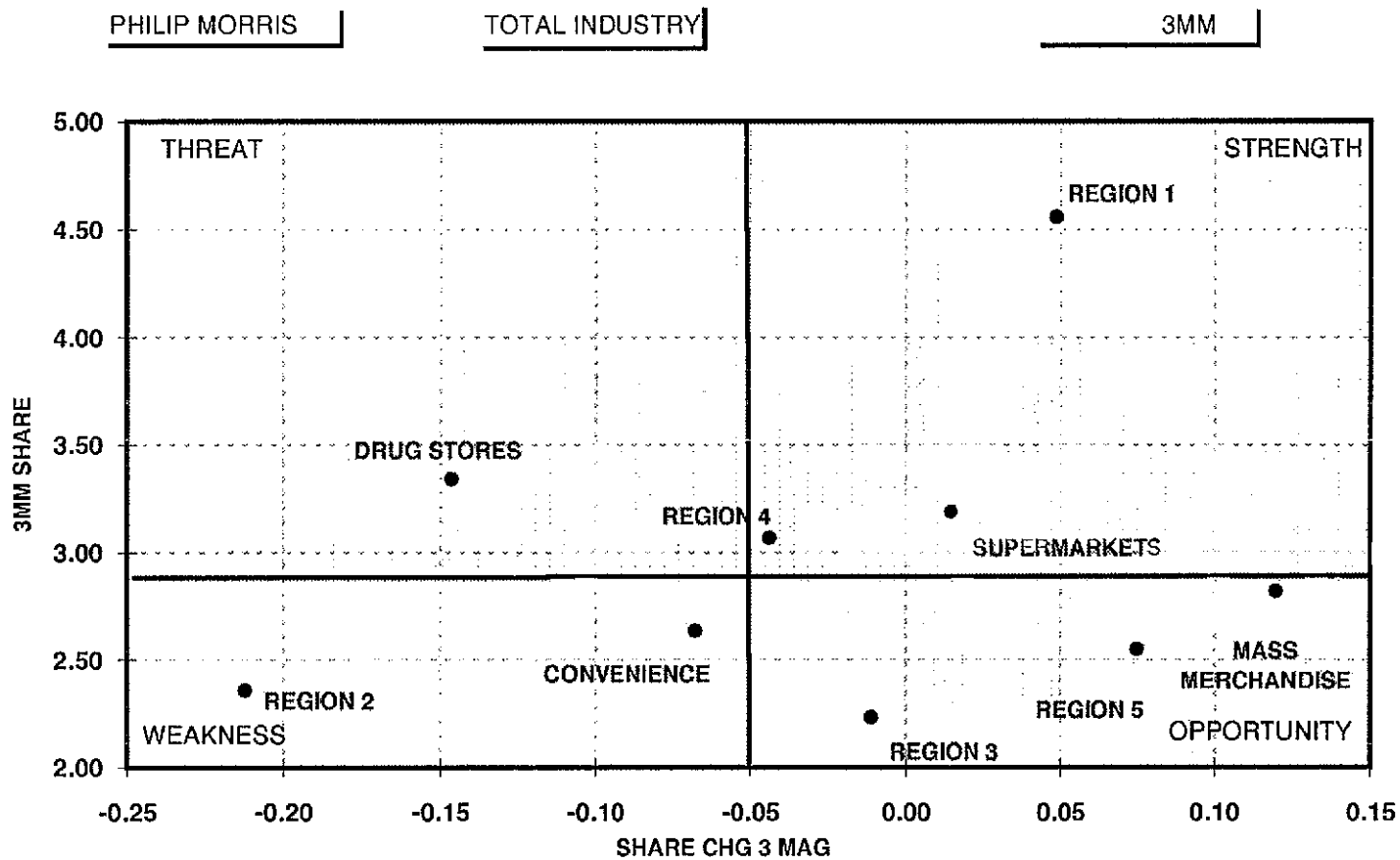
Discount Share vs. Share Change by Section



Source: Nielsen Integrated
Nielsen Integrated - Monthly as of SEP1994

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Share vs. Share Change by Region & TradeClass



Source: Nielsen Integrated
Nielsen Integrated - Monthly as of JUN 1994

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