

LORILL D. INC.
BRAND UNIT SALES AND TRENDS
MAY 31, 1997

Brand	In Millions												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD
<u>Newport</u>													
Actual	2,278	2,231	2,552	2,509	2,660								12,230
Plan	2,283	2,228	2,367	2,616	2,687	2,693	2,827	2,704	2,665	2,904	2,365	2,872	12,181
Prior Year	2,189	2,209	2,254	2,519	2,637	2,396	2,816	2,662	2,441	2,605	2,353	2,602	11,808
<u>Kent Family</u>													
Actual	280	266	296	297	322								1,461
Plan	299	290	304	332	337	335	347	329	320	345	278	334	1,562
Prior Year	337	351	337	357	362	326	373	353	310	336	297	337	1,744
<u>True</u>													
Actual	153	147	160	163	179								802
Plan	156	150	158	173	175	174	181	170	167	179	144	173	812
Prior Year	178	173	172	189	196	176	200	190	168	179	160	182	908
<u>Style</u>													
Actual	87	81	52	145	165								530
Plan	102	98	102	113	114	113	117	111	108	116	94	112	529
Prior Year	122	116	115	123	124	109	127	126	105	116	96	97	600
<u>Old Gold</u>													
Actual	156	149	155	157	168								785
Plan	163	154	160	179	183	183	191	182	178	194	158	190	839
Prior Year	169	159	149	193	175	156	177	177	158	181	150	154	845
<u>Maverick</u>													
Actual	192	133	168	188	124								805
Plan	110	107	113	124	127	127	133	126	124	134	109	131	581
Prior Year	95	99	103	132	114	93	103	107	124	188	137	98	543
<u>Other</u>													
Actual	(30)	(27)	(29)	(40)	(35)								(161)
Plan	(28)	(27)	(28)	(30)	(31)	(31)	(31)	(30)	(29)	(31)	(24)	(30)	(144)
Prior Year	(27)	(24)	(34)	(25)	(34)	(23)	(23)	(18)	(21)	(28)	(17)	(18)	(144)
<u>Total</u>													
Actual	3,116	2,980	3,354	3,419	3,583								16,452
Plan	3,083	3,000	3,176	3,507	3,592	3,594	3,765	3,592	3,533	3,841	3,124	3,782	16,360
Prior Year	3,063	3,083	3,096	3,488	3,574	3,233	3,773	3,597	3,285	3,577	3,176	3,452	16,304

1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Actual	Plan	Prior Year	Actual	Plan	Prior Year	Actual	Plan	Prior Year	Actual	Plan	Prior Year
9,450	9,261	9,242		10,693	10,295		10,890	10,655		10,747	10,205

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