

July 1, 1982

Ms. Helen Weinstein  
1600 South Eads Street  
Arlington, VA 22202

Dear Ms. Weinstein:

Thank you for your interest in Now cigarettes.

Each of the brand families that comprise our cigarette product line--Winston, Salem, Camel, Vantage, More, Doral, and Now--fulfills the wants or needs of a distinct segment of cigarette smokers.

The Now brand family's role is to provide smokers with a wide range of style alternatives at the lowest end of the "tar" spectrum. Currently six styles comprise the Now family: king-size regular and menthol soft-pack products at 1 mg "tar"; 100 mm regular and menthol soft-pack products at 2 mg "tar"; and king and 100 mm regular box products.

The latter two, our "Box" products, fulfill the desire of the discreet consumer for the cigarette with the lowest "tar" possible. Both of these products average less than 0.01 mg of "tar" per cigarette.

A consumer who normally smokes a higher "tar" product will almost always experience difficulty in drawing smoke through a cigarette at such a low "tar" yield. Your complaint, therefore, is not an unfamiliar one. Our tests indicate, however, that the product you returned to us performs as specified.

If one of our products is found with a manufacturing flaw or in damaged condition and returned to us, we gladly replace it. However, like most manufacturers, we do not have a refund offer if the consumer simply does not like the product. In cases like that, the store will generally allow the consumer to exchange any unopened packs. Because each state taxes cigarettes differently, any exchange must be made at a store in the state where the cigarettes were purchased.

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Even though we have no refund offer, as a token of our good will to a valued customer we are sending under separate cover a complimentary mailing of Now 100s in the soft pack--the kind you prefer.

Sincerely,

T. K. Cahill  
Public Relations Department

TKC:alt

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