

Max Slim Lights 100's

Potential Competitive

Sources of Business

Exhibit V

	1980 Volume (B. units)	Total Switching Rate %	Adj. * Switching Rate %	Total Avail. Switching Vol. * (B. units)	MSL Vol. Obj. (M. units)	% Req. to meet MSL Vol. Obj.
<i>Marlboro 100's</i>	14,970	11.5	10.5	1,572	.125	7.9
<i>Virginia Slims</i>	8,670	16.5	8.0	1,646	.040	6.2
<i>All Other 100's</i>	71,240	14.0	N/A	9,974	.500	5.0
<i>Marlboro Lite. 100's</i>	6,930	8.5	8.5	.589	.045	7.6
<i>Virginia Slims Lights</i>	6,090	4.5	4.5	.274	.015	5.5
<i>All Other Low Tar 100's</i>	41,120	8.5	N/A	3,495	.275	7.9
TOTAL	148,420	—	—	16,564	1,000	6.0

* Excludes switching within own brand franchise.

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	1980 Volume (B. units)	Total Switching Rate	Adj. Switching Rate*	Total Available Volume	MSL Volume (M units)	% Adj. to meet MSL VR OK		Var. Based on Proportions		
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Marlboro 100's	14.970	11.5	10.5	1.572	.170	10.8		10.1	.086	5.5
Virginia Slims	8.070	16.5	8.0	.646	.065	10.1		5.4	.046	7.1
All Other Low Tar 100's	71.240	14.0	N.A	9.974	.375	3.8		48.0	.408	4.1
Marlboro Lts. 100's	6.930	8.5	8.5	.589	.075	12.7		4.7	.040	6.8
Virginia Slims Lts.	6.090	4.5	4.5	.274	.040	14.6		4.1	.035	9.6
All Other Low Tar 100's	41.120	8.5	N.A	3.495	.125	3.6		27.7	.235	6.7
TOTAL	148.420	—	—	16.564	.850	5.1		100.0	.850	