

New Lorillard Product Descriptions Effective January 4, 2010

Current Descriptions	New Required Reporting Descriptions
Newport King LIP Newport 100 LIP Newport Box 80 LIP Newport Box 100 LIP Newport Lights King LIP Newport Lights 100 LIP Newport Lights Box 80 LIP Newport Lights Box 100 LIP Newport Medium Box 80 LIP Newport Medium Box 100 LIP	Newport Kings Newport 100s Newport Box Newport Box 100s Newport Menthol Gold Kings Newport Menthol Gold 100s Newport Menthol Gold Box Newport Menthol Gold Box 100s Newport Menthol Blue Box Newport Menthol Blue Box 100s
Kent King Kent 100 Kent Golden Lights King Kent Golden Lights 100 Kent III King Kent III 100	Kent Kings Kent 100s Kent Golden Kings Kent Golden 100s Kent III Kings Kent III 100s
Maverick 100 Maverick Box 80 Maverick Box 100 Maverick Lights Box 80 Maverick Lights Box 100 Maverick Menthol Box 80 Maverick Menthol Box 100 Maverick Menthol Lights Box 100	Maverick 100s Maverick Box Maverick Box 100s Maverick Gold Box Maverick Gold Box 100s Maverick Menthol Box Maverick Menthol Box 100s Maverick Menthol Gold Box 100s
Max 120 Max Menthol 120	Max 120s Max Menthol 120s
Old Gold King Old Gold 100 Old Gold Box 80 Old Gold Box 100 Old Gold Lights King Old Gold Lights 100 Old Gold Lights Box 80 Old Gold Lights Box 100 Old Gold Ultra Lights 100	Old Gold Kings Old Gold 100s Old Gold Box Old Gold Box 100s Old Gold - Gold Kings Old Gold - Gold 100s Old Gold - Gold Box Old Gold - Gold Box 100s Old Gold Blue 100s
True King True 100 True Box True Box 100 True Menthol King True Menthol 100	True Kings True 100s True Box True Box 100s True Menthol Kings True Menthol 100s

Newport Trade Discount Product (Massachusetts Only)

Current Descriptions	New Required Reporting Descriptions
Newport King TD LIP	Newport Kings TD
Newport 100 TD LIP	Newport 100s TD
Newport Box 80 TD LIP	Newport Box TD
Newport Box 100 TD LIP	Newport Box 100s TD
Newport Lights Box 80 TD LIP	Newport Menthol Gold Box TD
Newport Lights Box 100 TD LIP	Newport Menthol Gold Box 100s TD
Newport Medium Box 80 TD LIP	Newport Menthol Blue Box TD
Newport Medium Box 100 TD LIP	Newport Menthol Blue Box 100s TD