

U.S. Domestic Market

Sales Summary

Billions	1991		1992		End 1992 Share	Quarter 1 1993
	Sales	Shares	Sales	Shares		
Marlboro	131.2	25.8%	123.9	24.5%	23.8%	n.a.
Other Full Price	52.0	10.2%	48.9	9.6%	n.a.	n.a.
P.M. Full Price Share	48.0%		48.8%		48.4%	48.7%
Generics	9.8	1.9%	23.2	4.5%	5.7%	n.a.
Cambridge	14.1	2.8%	9.9	2.0%	n.a.	n.a.
Other Discount	13.6	2.7%	8.4	1.7%	n.a.	n.a.
P.M. Discount Share	29.6%		27.1%		25.3%	30.4%
Total	220.7	43.4%	214.3	42.3%	40.7%	41.7%
TOTAL DISCOUNT SEGMENT	24.9%		30.2%		33%	39%

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