

[Cigarette Company's Letterhead]

IMPORTANT NOTICE TO OWNERS AND OPERATORS OF
CIGARETTE VENDING MACHINES

The United States Federal Trade Commission has ordered that the following health warning be clearly and conspicuously disclosed on cigarette advertisements, including the advertising display panels on cigarette vending machines:

"WARNING: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous To Your Health."

In compliance with this order, we are providing you with a supply of health warning labels printed on (adhesive backings). You should place one of these labels on or over the advertising display panels of each of your vending machines. The warning should be placed one inch from the edge of the panel that is nearest to the machine's coin slot and at least one-half inch from any other textual material, such as the operating instructions or warnings to minors.

Periodically, we will send you additional warning labels. These should be used as replacements for any warnings that in the meantime might have been removed, defaced, or otherwise rendered illegible.

Please sign and return the enclosed statement indicating your agreement to comply with the provisions of this notice. We will inform the Federal Trade Commission of the name of any vending machine owner or operator who does not return this letter or who will not place and maintain the warning statement where required on vending machines.

If you have any questions about compliance with these requirements or if you need additional adhesive warning statements, please contact: _____

Sincerely,

(American Brands)
(R. J. Reynolds)
(Phillip Morris)
(Lorillard)
(Liggett & Myers)
(Brown & Williamson)

Enclosures

- (1) Statement
- (2) Postpaid envelope

CERTIFIED MAIL,
RETURN RECEIPT REQUESTED

LG 2021637

LIG- 98568