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SMOKING AND

LORILLARD FINDS TWO OF ITS BRANDS MEET CRITERIA SET BY HEALTH OFFICIALS Retyped 12.70;

Lorillard's TRUE cigarette qualifies at  $1\frac{1}{2}$  packs per day when evaluated by the high critical values for tar and nicotine calculated by Dr. Gio B. Gori, Director of the National Cancer Institute's Smoking and Health Program in the December 17 issue of <u>Science</u> magazine. When measured by all six of the criteria that Dr. Gori devaloped, TRUE qualifies at about one-half pack a day, as does Lorillard's KENT Golden Lights cigarette.

This was announced today by Dr. A. W. Spears, Senior Vice President, at the company's Greensboro, N.C., headquarters where Torillard researchers applied Dr. Gori's newly announced method of evaluating smoke composition to laboratory data for the top solling.

Lorillard, a unit of Loews Corporation, has been a leader in developing and marketing low tar cigarettes for more than 20 years. The company's KENT cigarette pioneered the development

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were introduced in 1966, with tar yields at 13 mg per cigarette.

When summer of 1976.

This was lowered to 5 mg this summer. KENT Golden Lights were introduced to the market in late 1975 and yield 8 mg tar.

Today, of all U. S. manufacturers, Lorillard has the -- own fund--largest share of its sales 34.4 percent in low-tar cigarettes, and it leads the industry trend in its increase in low-tar shares. (Low-tar cigarettes are those yielding 15 mg or less, as defined by the Federal Trade Commission and by John C. Maxwell, Jr., who provides statistics on industry sales.)

Commenting on the marked trend to significantly lower tar yields over the years, Dr. Spears explained that Lorillard Research has focused its efforts on ways to effectively reduce tar and other smoke components while still maintaining the essential taste elements that smokers seek.

Dr. Gori, who heads the National Cancer Institute's Smoking and Ilealth Program noted that the industry now has the technology for manufacturing cigarettes where a half a pack to a pack per day will meet the criteria he devised. Ile called for "responsible marketing decision in the cigarette industry" and for "a major public education drive leading smokers to industry."

Commenting on Dr. Gori's article, Curtis II. Judge, President of Lorillard, noted that the qualification of TRUE and KENT Golden Lights under Dr. Gori's criteria reflect the company's long

established commitment to developing and and marketing cigarettes at reduced levels of tar and nicotine. He added that "in response to ever-increasing consumer demand, we are continuing our research to reduce even further the smoke components that do not contribute to taste, while creating tobacco blends that will maintain smoker sastisfaction at lower tar levels."

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Maxwell Share of Market By Quarters: 1976

Percent

		NI.					*
	2. 4.	E	16.0	14.1	8.3	5.5	FOURTH QUARTER
	32.9	25.1	16.2	14.1	7.8	3.0	THIRD QUARTER
	33.2	24.5	16.3	14.3	7.7	3.9	SECOND
	32°C	25. 3.	16.3	14.0	7.9	3.9	FIRST QUARTER
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Maxwell Share of Low Tar Market By Quarters 1976 (Based on 5 Companies - Liggett NA)

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	•	ଦ୍ର ଜ ଫ		22.2		13,3	e • 8	16.7	Fourth Quarter
		37.6		ທ ຄ ຄ		13.5	9.6	15.3	Third Quarter
		2. 8. 8.		23°0		13.5	10.9	14.4	Second
		38.2		23°0		14.0	11.3	12.9	First Quarter
		PJR		WG.		∑ W M	American	Lorillard*	
Percent 100.	06	08	70	o o	40	OE	 O N	10	

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Maxwell - Low Tar Brands Share of Total Company By Quarters: 1975 & 1975

PHILIP HORRIS	4 9.3 13.314.4 15.315.1 11.3 11.3 11.3 11.4 12.3 12.1 13.5 11.5	TOTAL INDUSTRE	221.623.828.633.234.4	4th 1st 2nd 3rd 4th 1st 2nd 3rd 4th 1st 2nd 3rd 4th 1976 1976
REVAIOLES	12.5 11.7 21.4 12.5 16.617.7 18.7 20.7 9.6 9.4 9.4	AMERICAN	9009 <b>£100</b> 21.2 20.5 20.2 8.9 8.2 9.9 9.6 11.511.7 11.2 10.7	2nd 3rd 4th 1st 2nd