



THE  
AMERICAN  
TOBACCO  
COMPANY

## Press Release

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### PALL MALL TO LAUNCH THE COUNTRY'S FIRST UNFILTERED LIGHT IN PROVIDENCE

STAMFORD, CT, September, 1986 -- "All of those smokers in Providence, who savor the rich, full-bodied flavor of nonfilter cigarettes, but would prefer a low tar and nicotine alternative need search no further," said Charles H. Mullen, Senior Vice President Sales. "They can now experience the first, flavorful, low tar cigarette of its kind, Pall Mall Unfiltered Lights (14 mg. "tar," 1.1 mg. nicotine). This is not just another cigarette," he added, "it's a brand new concept."

The new Pall Mall Unfiltered Lights will be test-marketed in Providence, Rhode Island this month.

This revolutionary new product is the result of extensive research and testing. It is most appropriate that a whole new category of nonfilter cigarettes should be spearheaded by the makers of Pall Mall Red, the country's #1 selling nonfilter.

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Always a forerunner in its field, The American Tobacco Company has once again brought a major advancement to the tobacco industry with the introduction of Pall Mall Unfiltered Lights.

The new cigarette is the most recent addition to the Pall Mall family, which includes Pall Mall Red, Pall Mall Gold 100's and Pall Mall 25's.

To celebrate this addition to the Pall Mall family, consumers who purchase the new Pall Mall Unfiltered Lights will be able to take advantage of both Point of Sale coupons and newspaper coupons.

Pall Mall Unfiltered Lights will be marketed in the traditional red package with white lettering. It will also incorporate a yellow banner across the face of the pack on which Unfiltered Lights will be shown in dark lettering.

The American Tobacco Company, a major manufacturer of tobacco products, with sales of over 1.4 billion dollars annually, is a subsidiary of American Brands, Inc. In addition to Pall Mall, other principal brands include Lucky Strike, Carlton and Tareyton.

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