
Date: January 25, 2012

Subject: New Altria Group Distribution Company Retail Coverage System

Dear Valued Direct Customer:

Altria Group Distribution Company (“AGDC”) has announced a new retail coverage system for select stores. Given that this may impact your customers, we would like you to understand what is changing.

Effective January 30, 2012, responsibility for select stores will move from AGDC Field Sales to the AGDC Service Center. This change does not impact their eligibility for Altria Tobacco Operating Companies’ Price Promotions, Product Promotions, or Trade Program Resources (“Resources”), but it does impact how they communicate with AGDC.

Their store will no longer be visited in-person by an AGDC Field Sales Territory Sales Manager. Instead, Resources for Altria Tobacco Operating Companies will be communicated to them via the insightsc3m.com retail website. For most of these Resources, they will be required to call the AGDC Service Center at **1-866-928-3510** to either confirm participation or adjust what is planned for them, if they so desire.

PM USA, USSTB and JMC Product Promotions

For most Altria Tobacco Operating Companies’ Product Promotions, AGDC will order on the retailer’s behalf any Product Promotions for which the retailer is eligible. To adjust quantities and/or change the wholesale account or supplier that the retailer would like Product Promotions sent though, the retailer will need to call the AGDC Service Center.

If a store prefers to not receive Product Promotions, and does not wish to call to adjust their orders, they have been directed to contact their supplier and request that they be “blocked” from Product Promotion orders. To enable this when necessary, you should update the Promotion Acceptance Identifier field in Multicat for that outlet.

Promotional scoring through any relevant PM USA, USSTB, or JMC Wholesale Program will only be applied for store’s Product Promotions that are either actively sold by AGDC or covered under an explicit agreement (e.g., the Marlboro Product Promotion Acceptance program).

March 5, 2012 PM USA Product Promotions

Due to the timing of the PM USA Product Promotions with a March 5, 2012 Retail Delivery Date, there **will not be** an opportunity for retailers to contact the AGDC Service Center to adjust product quantities or their supplier. Rather, any promotions that they are eligible for will be ordered on their behalf.

If they would like to reduce the quantity that has been ordered, they have been directed to contact their supplier before February 17, 2012. Please work with your AGDC Account Manager to remove these stores from your Retail Ship List.

Due to this constraint, this lane of Product Promotions will not be scored under the PM USA Wholesale Leaders 2010 Program.

If you require additional information regarding this communication, please contact your AGDC Account Manager or our Customer Service Department in Richmond, VA at 1-888-932-8976.

Thank you for your continued support.

AGDC is not responsible for any errors in this communication that may occur during the transmission process.

Altria Group Distribution Company