

EXHIBIT A: PRODUCT

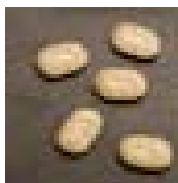
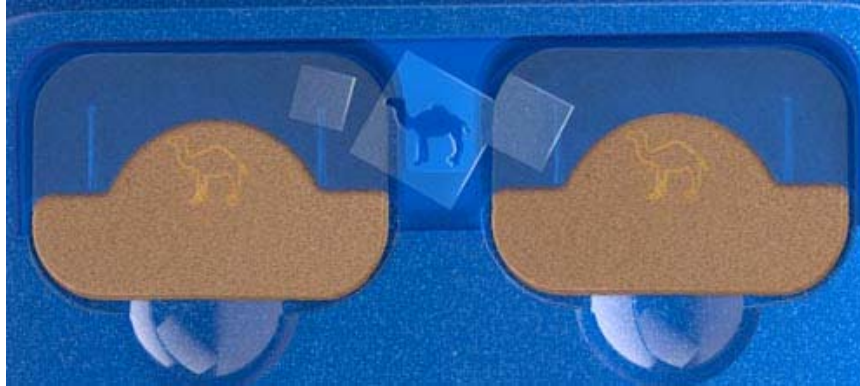


EXHIBIT B: PACKAGING

Examples of packages that will be shown to participants. Packages will be empty.



EXHIBIT C: ADVERTISEMENTS

©2009 R.J. REYNOLDS TOBACCO CO.



WARNING:
THIS PRODUCT
MAY CAUSE GUM
DISEASE AND
TOOTH LOSS

introducing
dissolvable tobacco



strips
fresh
DISSOLVABLE TOBACCO

STICKS
Mellow
DISSOLVABLE TOBACCO

orbs
fresh
DISSOLVABLE TOBACCO

orbs
mellow
DISSOLVABLE TOBACCO

enjoy the evolution

cameldissolvables.com*

*WEBSITE RESTRICTED TO LEGAL AGE TOBACCO CONSUMERS.

©2010 R.J. REYNOLDS TOBACCO CO.



BREAK FREE



CAMEL DISSOLVABLES
EMBRACE UNLIMITED
POSSIBILITY


TOBACCO THAT DISSOLVES IN YOUR MOUTH.

CAMELDISSOLVABLES.COM*
*WEBSITE RESTRICTED TO LEGAL AGE TOBACCO CONSUMERS

DISSOLVABLE TOBACCO

WARNING: This product is not a safe alternative to cigarettes.

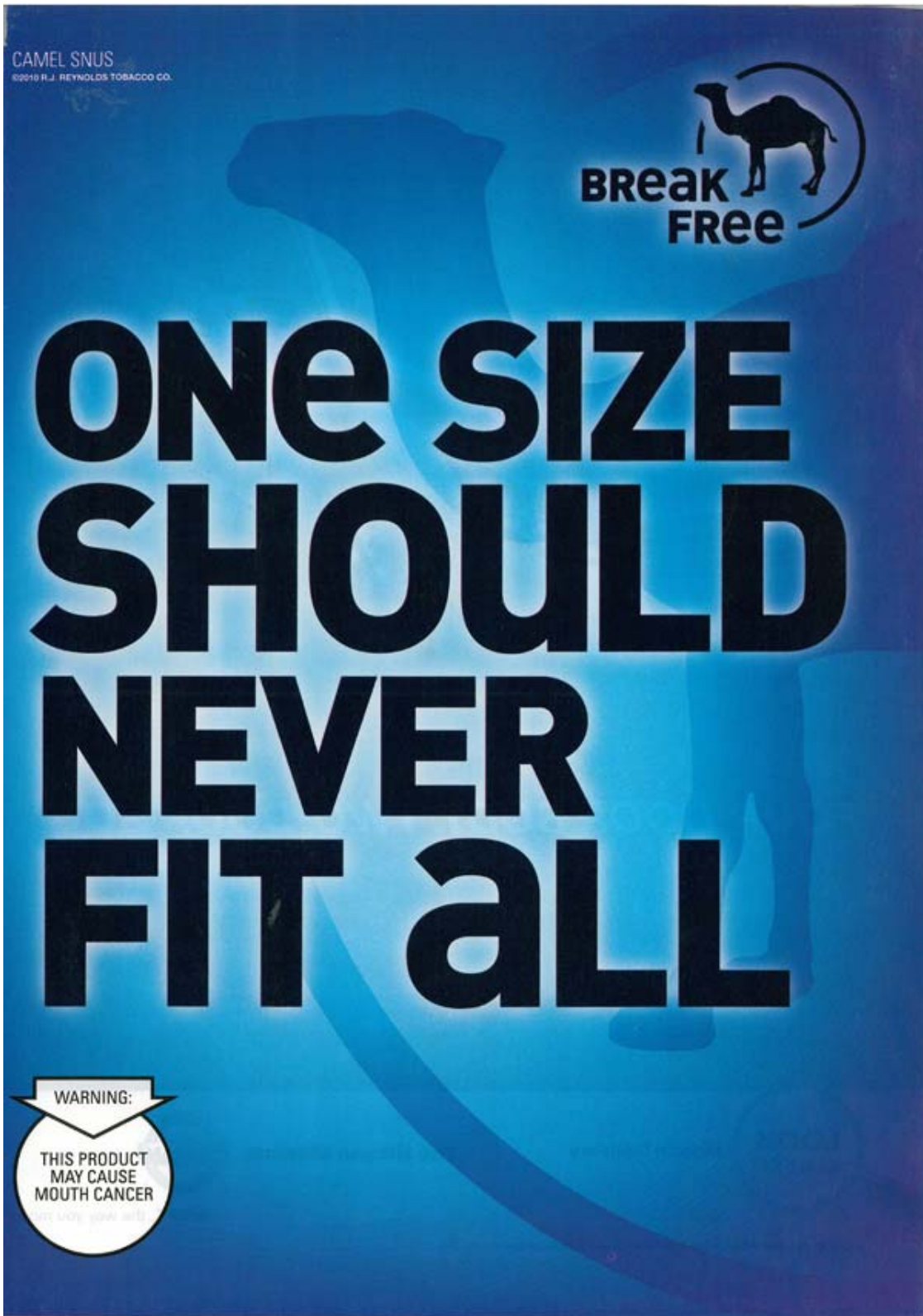
CAMEL SNUS
©2010 R.J. REYNOLDS TOBACCO CO.



**BREAK
FREE**

**ONE SIZE
SHOULD
NEVER
FIT all**

WARNING:
THIS PRODUCT
MAY CAUSE
MOUTH CANCER



Appendix G: Focus Group Stimuli

simply **BREAKTHROUGH**



People were dumbfounded when they heard we were transforming modern smoke-free tobacco.

We welcomed the challenge and are proud to deliver a breakthrough, tasty tobacco pleasure that helps simply your enjoyment.

CAMEL DISSOLVABLES WASN'T OUR IDEA. IT WAS YOURS. AND NOW, THEY'RE MADE JUST FOR YOU.

Everything was driven by adult tobacco consumers saying what they **wanted**.

©2011 Camel International Research and Development Team

HOW DID WE ANSWER YOUR COLLECTIVE CALLS?

YOU WANTED GREAT TASTE. We took our premium tobaccos, more than 40 of the finest from, and blended it with a refreshing hint of mint.	YOU WANTED CHOICE. We created soft, cool, and tasty, but the way you smoke — Strips, Orbs, and Sticks — let you give your pleasure.	YOU WANTED FREEDOM. Camel Dissolvables were designed to pack smooth, so they can be enjoyed anytime, anywhere, in 15 minutes or less. No ash, no mess, no stress.
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WARNING: This product can cause gum disease and tooth loss.

ORB IT. PLEASURE AS YOU PLEASE.

ORBS: WELL-ROUNDED ENJOYMENT.
Pop open a pack for a tasty dozen, each made from micro-milled tobacco with a refreshing hint of mint.

How do you Orb? That's up to you. Slip one between your top and gum, or move it around as you please until it dissolves—in about 10-15 minutes.

It's just that simple. Your options. Wide open.



GET PLEASURE FREE.
Pop in an Orb and enjoy tasty, micro-milled tobacco with a hint of mint.

THE PICK OF PLEASURE

Simply natural. Simply enjoyed. Tobacco Pleasure Simplified. That's Camel Sticks for you.

THE SHAPE SAYS IT ALL.
In an Orb? Packed around with our Minty Mellow. Stripped, we took innovation to the next level: smooth, naturally micro-milled premium tobacco with a cool hint of mint. The result?

A STICK TO SAVOR.
Used in bundles of 12, each Stick offers up to 20 minutes of tobacco enjoyment—nothing sticks to the longest-lasting of the Dissolvables line.

But the real beauty with these tasty, cylindrical Sticks is that they can be enjoyed like a lollipop or broken off to enjoy smaller portions as they dissolve in your mouth. This pulp pleasure on your terms...what's not to love?

Isn't that refreshing?



TAKE A SIMPLY STRAIGHTFORWARD STEP TO TOMORROW'S TOBACCO ENJOYMENT.

Discover a unique way to enjoy tobacco—happening on the Strip. The Camel Strip.

Pick up a pack—you get 10 strips of tasty micro-milled tobacco that simply dissolve in your mouth. That's right—all you have to do is slip in a Strip, place it between your lip and gum and enjoy tasty tobacco with a refreshing hint of mint.

Camel Strips dissolve the tasteful...
In just a couple minutes, the Strip is gone. But the fun hasn't left. They're soft, perfectly simple pieces that actually refreshen and rejuvenate your lips.

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Camel Strips dissolve the tasteful...
In just a couple minutes, the Strip is gone. But the fun hasn't left. They're soft, perfectly simple pieces that actually refreshen and rejuvenate your lips.

PLEASURE AT THE TIP OF YOUR TONGUE.
Pop in a Strip and enjoy tasty, micro-milled tobacco with a hint of mint.

