



PHILIP MORRIS
WORLD TRADE SARL

Lausanne, June 20, 2012

A
6 July 2012

Department of Health
Team Leader, Tobacco Regulation & International Tobacco Control
Wellington House
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New brand release

Further to requirements set out in the Tobacco Products (Manufacture, Presentation and Sale) (Safety) Regulations 2002 and the Tobacco Products Regulations 2001, I write to inform you that Philip Morris World Trade Sarl is planning to launch several new products on to the UK duty free market.

Brand name : MARLBORO BLACK MENTHOL
Description : King size, filtered cigarettes with American blend tobacco
Number of sticks : 20 sticks per pack
RRP : GBP 37.50 per carton of 200
T/N/CO : 8 / 0.6 / 9
Target in market sales : August 2012

Brand name : MARLBORO CORE FLAVOR
Description : King size, filtered cigarettes with American blend tobacco
Number of sticks : 20 sticks per pack
RRP : GBP 37.50 per carton of 200
T/N/CO : 8 / 0.6 / 9
Target in market sales : October 2012

Brand name : MARLBORO ICE BLAST
Description : King size, filter with capsule, cigarettes with American blend tobacco
Number of sticks : 20 sticks per pack
RRP : GBP 37.50 per carton of 200
T/N/CO : 8 / 0.5 / 9
Target in market sales : October 2012

Philip Morris World Trade SARL

Brand name : PARLIAMENT AQUA BLUE
Description : King size, filtered cigarette with American blend tobacco.
Number of sticks : 20 sticks per pack
RRP : GBP 37,50 per carton of 200
T/N/CO : 5 / 0.4 / 7
Target in market sales : October 2012

Brand name : PARLIAMENT NIGHT BLUE
Description : King size, filtered cigarette with American blend tobacco
Number of sticks : 20 sticks per pack
RRP : GBP 37,50 per carton of 200
T/N/CO : 8 / 0.6 / 10
Target in market sales : October 2012

Please feel free to contact me should you need more information.

Yours sincerely,

Gérante