

September 12, 2012

Subject **October 2012 Promotions – Altria Group Distribution Service Center**

To Valued Retailer

From Altria Group Distribution Company (“AGDC”) on behalf of Philip Morris USA (“PM USA”), John Middleton Company (“JMC”), and U.S. Smokeless Tobacco Brands Inc. (“USSTB”)

Purpose Announce timelines and actions required for participation in the October 2012 Promotions.

Price Promotions: Please contact the AGDC Service Center as detailed below to confirm your participation in Price Promotions:

Contact Dates

PM USA and USSTB Price Promotions	
Promotion Period	Contact AGDC Service Center to Confirm Participation
September 30, 2012 - October 27, 2012	October 1, 2012 - October 26, 2012

Product Promotions: Please contact the AGDC Service Center as detailed below to adjust product quantities or supplier for Product Promotions:

Contact Dates

PM USA, USSTB, and JMC Product Promotions		
First Available Retail Delivery Date	Contact AGDC Service Center to Adjust Product Quantities or Supplier No Later Than:	
	PM USA or JMC	USSTB
October 1, 2012	-	-
October 8, 2012	-	9/14/12
October 15, 2012	9/14/12	9/21/12
October 22, 2012	9/21/12	9/28/12

Due to the timing of the PM USA Product Promotions with an October 1, 2012 and October 8, 2012 Retail Delivery Date and the USSTB Product Promotions with an October 1, 2012 Retail Delivery Date, there will not be an opportunity for you to contact the AGDC Service Center to adjust product quantities or your supplier. Rather, any promotions you are eligible for will be ordered on your behalf.

If you would like to reduce the quantity that has been ordered, contact your supplier before September 14, 2012 to be removed from your supplier’s Retail Ship List.

Promotion Eligibility

Please reference www.insight3m.com to determine which PM USA, USSTB and/or JMC Promotions are available to your store.

**Other
Information**

AGDC reserves the right to modify or cancel any promotion at any time.

Please dial **1-866-928-3510** to contact your AGDC Service Center Sales Representative.
Thank you for your continued support.

Altria Group Distribution Company