

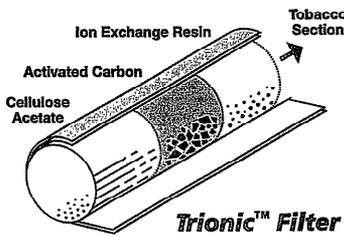
NEW ADVANCE

A Step In The Right Direction.

***All of the taste...
Less of the toxins.***

ADVANCE contains less toxins than the leading lights brands, thanks to a revolutionary

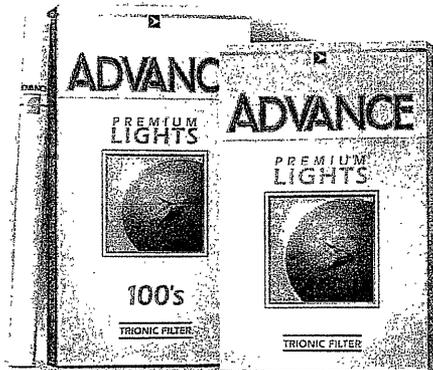
new filter design and a patented new method for curing tobacco.



Made with premium tobaccos, ADVANCE offers all of the rich,

satisfying taste you expect from a great lights cigarette. Less toxins and great taste...

Now that's an ADVANCE.

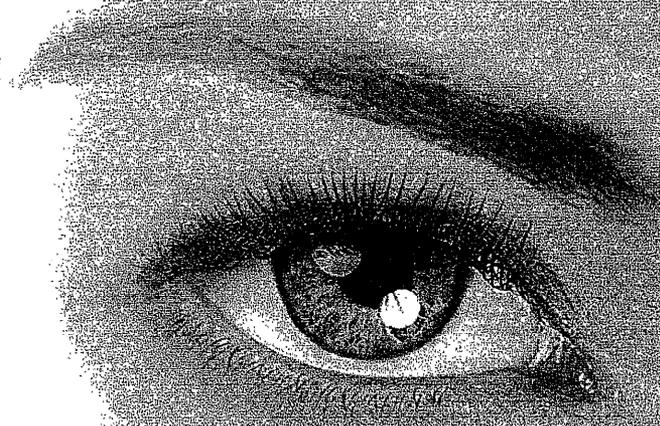


10 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method. Actual deliveries will vary based on how you hold and smoke your cigarette. For more product information, visit our website at www.bw.com

**Available in the
Indianapolis Metro Area**

There is no such thing as a safe cigarette, nor is there enough available medical information to know if Advance with less toxins will lower health risks.

**SURGEON GENERAL'S
WARNING: Quitting Smoking
Now Greatly Reduces Serious
Risks to Your Health.**



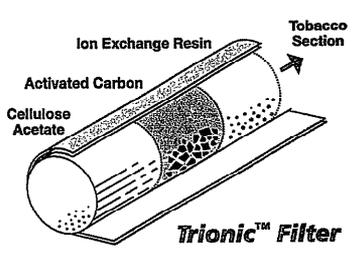
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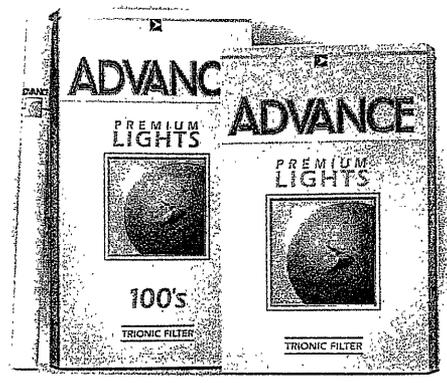
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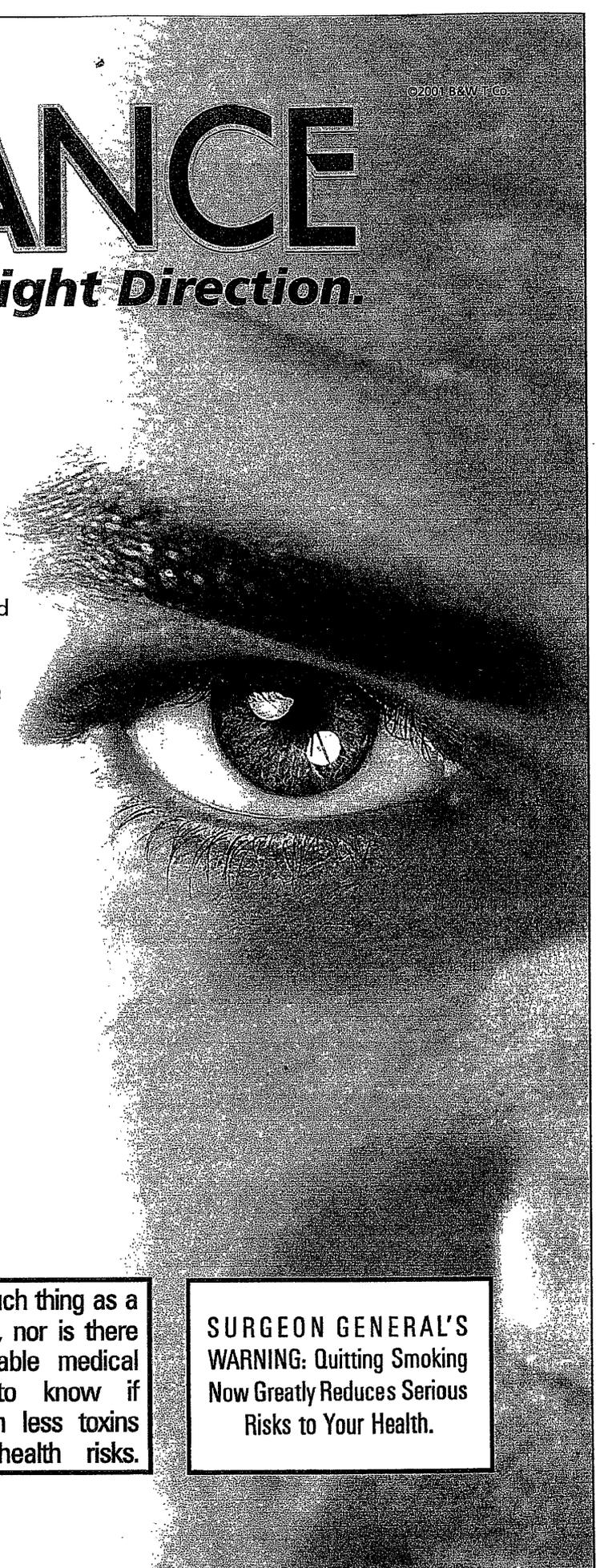


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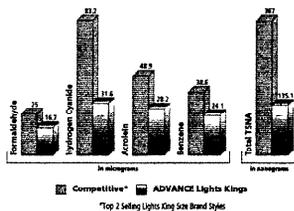


IS IT REALLY POSSIBLE TO MAKE A "BETTER" CIGARETTE?

Is It Really Possible...?

Depends on you ask. For those who are staunchly anti-tobacco, the answer is—and likely always will be—no.

But technology is an amazing thing. And in new ADVANCE Lights, two remarkable innovations have come together to create a cigarette that is lower in many of the toxins than the leading lights brands. Yet ADVANCE offers all of the rich, satisfying taste you want from a leading lights cigarette.



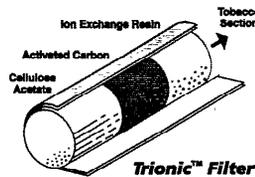
We think that's an impressive accomplishment indeed. But exactly how is it done?

The TRIONIC™ Filter: A Three-Part Answer

One thing that makes ADVANCE unique is our revolutionary TRIONIC™ Filter. Most cigarette filters today contain a single element called cellulose acetate. A few others add a bit of activated charcoal as well. But the TRIONIC™ Filter is the first cigarette filter to combine three separate components.

The filter element nearest the tobacco section contains a sophisticated Ion-Exchange Resin (or IER). The IER acts as a pre-filter and pulls out specific substances—primarily those known as “aldehydes”—from the smoke passing through it.

The next section of the TRIONIC™ Filter contains a special activated carbon, similar to regular activated charcoal in some respects, but different in a number of important ways. For example, this carbon is extremely pure and very dense. As a result, it filters as efficiently as standard charcoal, but delivers better taste. What's more, since the initial IER section has already worked on removing aldehydes from the smoke, the carbon element (which, left alone, would have



extracted many aldehydes as well) can now “concentrate” on filtering other substances, such as benzene.

The third and final stage of the TRIONIC™ Filter is composed entirely of cellulose acetate. Cellulose acetate acts as a filter of “particulates” (sometimes referred to generically as “tar”).

In short, what makes the TRIONIC™ filter so unique is the synergistic action that takes place between its three component parts. Remove one section—or even simply put the sections in a different relative order—and the resulting filtration wouldn't be nearly so effective.

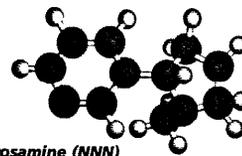
The Key Is In The Curing

There's more to ADVANCE, however, than advanced filtration. Among the toxins found in cigarette smoke are substances called “tobacco-specific nitrosamines,” (pronounced ‘nye-tro-zah-meens’) or TSNAs. And ADVANCE has been created in a way that eliminates up to 70% of them, as compared to leading lights brands.

The secret is a remarkable new tobacco curing process so unique it's just recently been patented—and appears to have solved a problem that has

stumped scientists for more than 20 years.

TSNAs are formed during the curing stage of tobacco, when the leaves turn from a fresh green to a soft yellow. If the curing process is stopped short, TSNA formation is inhibited, but the tobacco isn't aged sufficiently to provide satisfying taste. Allow the process to proceed for maximum flavor, on the other hand, and TSNAs will form in their usual amounts.



Nitrosamine (NNN)

This new method for flue-cured tobaccos, however, uses higher curing temperatures and greatly accelerated airflow to cure the tobacco to perfection—and do it so that almost no TSNAs ever have a chance to form.

All Of The Taste...

Less Of The Toxins

Of course, it makes no sense to apply all this new technology to reduce the amount of toxins in cigarette smoke if the cigarette doesn't taste good enough to smoke in the first place. And that's where ADVANCE really sets itself apart.

For one thing, the tobacco used in ADVANCE is of extremely high quality, in order to deliver truly outstanding flavor. What's more, this rich taste is complemented, not compromised, by the TRIONIC™ Filter.

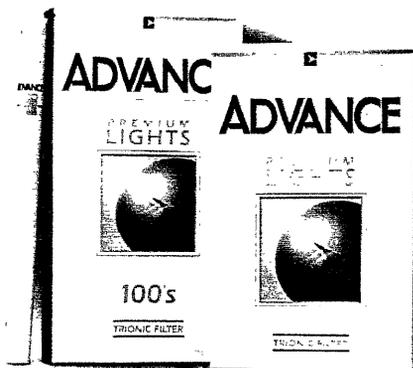
The result? ADVANCE offers all of the rich, satisfying taste you expect from a leading lights cigarette.

The Decision Is Yours

Now don't get us wrong. There is no such thing as a safe cigarette. Reducing specific toxic substances, such as TSNAs has not been proven to reduce the risks of smoking. Nor does it affect nicotine levels in any way.

But think about it: Far less toxins and smooth, satisfying taste.

While we can't speak for everyone... that sure sounds like a step in the right direction.



ADVANCE

All of the taste...Less of the toxins.

There is no such thing as a safe cigarette, nor is there enough available medical information to know if Advance with less toxins will lower health risks.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

10 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method. Actual deliveries will vary based on how you hold and smoke your cigarette. For more product information, visit our website at www.bw.com

Available in the Indianapolis Metro Area

Can A Cigarette With Less Toxins Taste Good? You Decide.

Brown & Williamson Tobacco is providing this information so adult consumers have a basis for making informed choices.

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All of the taste...
Less of the toxins.™

Reduced levels of toxins compared to the leading lights brand styles.

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ADVANCE cigarettes, made with premium tobaccos, combine two important new technologies to deliver rich tobacco taste and reduce the levels of many toxins.

First, our 3-part TRIONIC™ Filter employs a unique combination of filtration elements to reduce the particulate matter commonly known as "tar," and to specifically reduce the amounts of many toxins.

Second, a patented tobacco curing process significantly inhibits the formation of tobacco-specific nitrosamines (TSNAs), a group of toxins in tobacco and tobacco smoke.

This combination of curing and filtration technologies results in less toxins across several categories, as shown in the following tables.

These results are based on Brown & Williamson internal laboratory analyses of ADVANCE Lights Kings and the top two lights products on the market in May 2001.

FTC method	Top 2 Selling Lights King Size Brand Styles		Advance
	Avg Levels	Level	Level
Tar (mg/cig)	10.5	10	0.8
Nicotine (mg/cig)	0.8	0.8	0.6

The FTC method compares the tar and nicotine yields of different cigarettes when smoked by a machine under identical laboratory conditions. These numbers are intended to provide consumers with a comparable reference point rather than to guarantee a particular brand. Critics have claimed that tar and nicotine levels determined by the FTC method are misleading in consumer lawsuits, under actual smoking conditions, smokers can increase or decrease the amount of tar and nicotine they inhale depending on how they smoke their cigarettes. Many studies have confirmed that some smokers may substantially increase or decrease the tar and nicotine yields of their cigarettes relative to the numbers predicted by the FTC method.

Continued on other side.

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SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

Toxic Smoke Constituents

The following smoke constituents are those listed in proposed regulations by the MA Dept. of Public Health. Results may vary due to storage and handling conditions and methodological procedures.

Top 2 Selling Lights King Size Brand Styles	Advance	
	Avg Levels	% Change
TSNA (ng/cig):		
N-nitrosomonicotine(NNN)*	118	30.9 74↓
4-(methylnitrosamino)-1(3-pyridyl)-1-butanone(NNK)*	95.1	10.2 80↓
N-Nitrosatubamine(NAT)	134	75.8 43↓
N-Nitrososarcosine(NAS)	19.9	9.2 54↓
Aromatic Amines (ng/cig):		
1-Aminonaphthalene	17.8	18.0 NSD
2-Aminonaphthalene*	10.0	10.9 NSD
3-Aminobiphenyl	4.7	5.0 NSD
4-Aminobiphenyl*	3.0	2.6 NSD
Volatile Carbons (µg/cig):		
Formaldehyde*	25.0	16.7 33↓
Acetaldehyde*	459.6	301.1 35↓
Acetone	204.5	142.9 30↓
Acrolein	48.9	28.2 42↓
Propionaldehyde	38.8	24.3 37↓
Crotonaldehyde	6.2	4.2 49↓
Methyl Ethyl Ketone (MEK)	55.4	31.7 43↓
Butyraldehyde	5.1	3.0 41↓
Basic Semi-Volatiles (µg/cig):		
Pyridine	9.7	4.2 57↓
Quinoline	0.22	0.19 14↓
Phenolic Compounds (µg/cig):		
Hydroquinone	42.2	48.1 NSD
Resorcinol	1.7	0.4 75↓
Catechol*	42.8	43.3 NSD
Phenol	7.0	5.1 27↓
m,p-Cresol	8.9	6.6 26↓
o-Cresol	2.2	1.7 23↓
Volatiles (µg/cig):		
1,3-Butadiene*	26.6	23.7 NSD
Isoprene*	280.6	233.2 14↓
Arylamine†		
Benzenes	11.2	7.8 30↓
Toluene	38.6	24.1 38↓
Xylenes	40.4	22.8 44↓
Styrene	3.8	1.7 55↓
Toxic Trace Metals (ng/cig):		
Nickel*	BDL	BDL
Lead*	17.6	14.4 NSD
Cadmium*	53.5	16.7 69↓
Chromium*	BDL	BDL
Aluminum*	5.4	BDL >79↓
Selenium	BDL	BDL
Mercury	3.03	2.55 16↓
Other:		
Ammonia (µg/cig)	17.72	3.60 79↓
Benzolapryrene (ng/cig)*	6.6	6.7 NSD
Carbon monoxide (mg/cig)*	11.2	9.1 19↓
Hydrogen cyanide (µg/cig)*	83.2	31.6 62↓
Nitric oxide (µg/cig)*	152.9	82.9 52↓

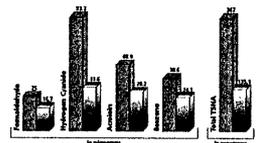
* Substances considered by the International Agency for Research on Cancer (IARC) to be carcinogenic, probably carcinogenic, or possibly carcinogenic to humans. BDL=Below Detectable Level. NSD=Not Statistically Different. ↓=Lower. ng=nanograms µg=micrograms PAK ONBERT 15-1210

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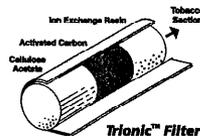
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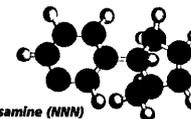
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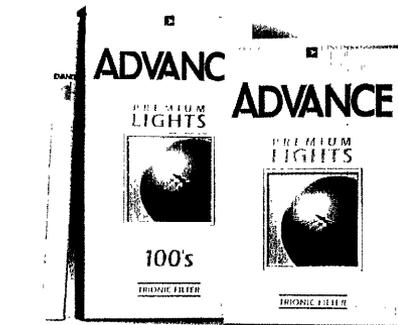
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