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AN OPEN LETTER TO AMERICAN SMOKERS:

OMNI. THE FIRST REDUCED CARCINOGEN CIGARETTE.

I am writing to tell you about a new development in cigarettes that we believe is important news for you — and destined to change the future of cigarettes.

Currently, we are introducing a new brand of cigarettes called OMNI. OMNI is important because it is the first reduced carcinogen cigarette that tastes, smokes, and burns just like any other premium cigarette.

As we all know, smoking is addictive and hazardous to your health. However, the medical community has identified specific carcinogens that are a major cause of lung cancer in smokers. In a groundbreaking move, we have greatly reduced many of these.

Let me be perfectly clear — there is no such thing as a safe cigarette, and we do not encourage anyone to smoke. But, we strongly believe that if you do smoke, OMNI is the best alternative.

While OMNI has not yet been proven to reduce health risks, the significant reduction of carcinogen levels is, in our opinion, a major step in the right direction.

Sincerely,

Bennett S. LeBow
CEO, Vector Tobacco

www.omnicigs.com

OMNI 100s: 15 mg. "tar," 1.0 mg. nicotine,
av. per cigarette by FTC Method.

Reductions in carcinogens are in comparison to similar
competitive brand styles.

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

**WARNING: Smoking is addictive and dangerous to your health.
Reductions in carcinogens (PAHs, nitrosamines, and catechols)
have NOT been proven to result in a safer cigarette. This product
produces tar, carbon monoxide, and other harmful by-products.**

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

WARNING: Smoking is addictive and dangerous to your health. Reductions in carcinogens (PAHs, nitrosamines, catechols, and organics) have NOT been proven to result in a safer cigarette. This product produces tar, carbon monoxide, other harmful by-products, and increased levels of nitric oxide.

OMNI Kings: 15 mg. "tar," 1.0 mg. nicotine, Light 100s
12 mg. "tar," 0.8 mg. nicotine, av. per cigarette
by FTC Method.

Reductions in carcinogens are in comparison to similar
premium brand styles.

NEW! Omni

Reduced carcinogens. Premium taste.™

Introducing the first premium cigarette created to significantly reduce carcinogenic PAHs, nitrosamines, catechols, and organics, which are the major causes of lung cancer in smokers.

For more information call
1-866-630-OMNI
or visit us at www.omnicigs.com



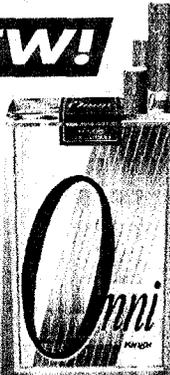
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

OMNI Kings: 15 mg. "tar," 1.0 mg. nicotine, av. per cigarette by FTC Method.

For more information and supporting data call 1-866-639-OMNI or visit us at www.omnicigs.com

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NEW!



The only cigarette to significantly reduce the carcinogens that are the major cause of lung cancer.
The only one to still deliver premium taste.
The only one to finally give smokers a real reason to switch.

Only Omni.™

There's only one brand that significantly reduces carcinogens.

Made you look!

WARNING: Smoking is addictive and dangerous to your health. Reductions in carcinogens (PAHs, nitrosamines, catechols, and organics) have NOT been proven to result in a safer cigarette. This product produces tar, carbon monoxide, other harmful by-products, and increased levels of nitric oxide.

Reductions in carcinogens are in comparison to similar competitive brand styles.