



Division of
Advertising Practices

United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

MEMORANDUM

TO: Public Records
Office of the Secretary

FROM: Bonnie McGregor
Division of Advertising Practices

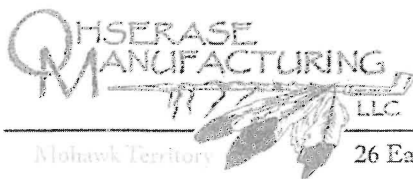
DATE: October 31, 2016

SUBJECT: Rotational Health Warnings for Cigarettes
File No. P854505

Please place the attached documents on the public record in the above-captioned matter.

1. September 28, 2015 letter from Sarah Treptow, Ohserase Manufacturing, LLC to Mary Engle.
2. October 1, 2015 letter from Mary K. Engle to Sarah Treptow, Ohserase Manufacturing, LLC.
3. September 25, 2015 letter from Joseph M. Zebrowski, Rock River Manufacturing to Mary K. Engle.
4. October 8, 2015 letter from Mary K. Engle to Joseph M. Zebrowski, Rock River Manufacturing.
5. September 21, 2015 letter from Jennifer Straus, Farmers Tobacco Co. of Cynthiana, Inc. to Mary K. Engle.
6. October 16, 2015 letter from Mary K. Engle to Jennifer Straus, Farmers Tobacco Co. of Cynthiana, Inc.
7. October 15, 2015 letter from Vardan Alumyan, AMVATRADE Corp. to Mary K. Engle.
8. October 30, 2015 letter from Mary K. Engle to Vardan Alumyan, AMVATRADE Corp.
9. October 30, 2015 letter from Swetha Duggirala, Global Tobacco LLC to Mary K. Engle.

10. November 5, 2015 letter from Mary K. Engle to Swetha Duggirala, Global Tobacco LLC.
11. November 3, 2015 letter from Rhondetta Walton, ITG Brands, LLC to Mary Engle.
12. November 12, 2015 letter from Mary K. Engle to Rhondetta Walton, ITG Brands, LLC.
13. November 17, 2015 letter from Terri Albright, Premier Manufacturing, Inc. to Mary K. Engle.
14. November 18, 2015 letter from Mary K. Engle to Terri Albright, Premier Manufacturing, Inc.
15. December 1, 2015 letter from Karen E. Delaney, NASCO Products, LLC to Mary K. Engle.
16. December 2, 2015 letter from Mary K. Engle to Karen E. Delaney, NASCO Products, LLC.
17. December 7, 2015 letter from Silvia B. Piñera-Vazquez on behalf of R.G. Logistics, Inc. to Mary K. Engle.
18. December 15, 2015 letter from Mary K. Engle to Silvia B. Piñera-Vazquez on behalf of R.G. Logistics, Inc.



September 28, 2015

Ms. Mary Engle, Associate Director
Division of Advertising Practices
Federal Trade Commission
601 New Jersey Avenue, NW
Washington, D.C. 20580

RE: Surgeon General's Health Warning Equalization Plan for Signal and Da Rez Brand Cigarettes

Dear Ms. Engle:

This is an application for approval of the plan of Ohserase Manufacturing, LLC for the display of the health warnings on its Signal cigarette brand and its Da Rez cigarette brand. Ohserase Manufacturing, LLC is a limited liability corporation with offices located at 26 Eagle Drive, Akwesasne, New York 13655, mailing address P.O. Box 1221, Akwesasne, New York 13655 and the phone number is (518)358-4229.

Ohserase wishes to file a Surgeon General's Health Warning Equalization Plan as required by the Federal Cigarette Labeling and Advertising Act of 1964 for two brands of cigarettes they wish to manufacture in the United States under the brand names "Signal" and "Da Rez."

The brand styles of Signal and Da Rez brand cigarettes Ohserase intends to manufacture are listed on Exhibit "A" and "B." Enclosed with the submissions of Eli Tarbell on December 3, 2008 and of Justin Tarbell on June 18, 2010, July 16, 2010 and January 27, 2012 were the actual production packs and cartons for the brand styles being submitted showing exactly where and how the four (4) Surgeon General's health warnings will appear on individual packs and cartons Ohserase will be manufacturing for our Da Rez brand and our Signal brand. The warnings will appear exactly as shown on these samples.

Ohserase manufactured approximately [REDACTED] cigarettes in fiscal year 2014 (all were Signal and Da Rez brands). To date, in fiscal year 2015, Ohserase has manufactured [REDACTED] cigarettes (all were Signal and Da Rez brands). Ohserase anticipates manufacturing approximately [REDACTED] cigarettes of all its brand styles (Signal and Da Rez) in fiscal year 2015. Ohserase does not anticipate manufacturing the President brand in 2015.

No one brand style of cigarettes sold by Ohserase has for the past fiscal year constituted more than ¼ of 1% of all the cigarettes sold in the United States in such year, and no one brand style will constitute more than ¼ of 1% of all the cigarettes sold in the United States in the next fiscal



year. In addition, more than one-half of the cigarettes manufactured for sale in the United States will be packaged into brand styles which meet the requirements of 15 U.S.C. §1333(c)(2)(A)(i).

As a small manufacturer as defined by the Act, Ohserase wishes to submit a plan to equalize the four health warning statements required by 15 U.S.C. §1333(c) for its Signal and Da Rez brands. Each of the four warning statements will appear on the packs and cartons of each brand style of Signal and Da Rez brand cigarettes manufactured by Ohserase an equal number of times in the one year period beginning on the date this plan is approved. Ohserase will maintain records demonstrating compliance with this plan.

The individual packs of Signal and Da Rez cigarettes to be manufactured by Ohserase will have the proper health warnings printed by the manufacturer directly on the packs under the cellophane. The cartons will also have the proper health warnings printed directly on the cartons by the manufacturer. Ohserase will keep a running total of the number of cartons and packs it manufactures with each warning label for each brand style.

Ohserase understands that the FTC is charged with ensuring that Ohserase's Surgeon General's Health Warning Label Plan is complied with and, therefore, it agrees to maintain records to demonstrate that they are in compliance with, and are properly implementing their plan.

Ohserase will print all four health warnings in equal numbers on each printed sheet of packaging for all of its cartons and packs so that when the sheets are die cut each shipment should be approximately equalized for each brand style as manufactured. If, toward the end of the one year period, it appears that the warnings are not equalized on the packs and cartons for each brand style, Ohserase will place special orders for packaging with the specific health warnings needed to ensure that the display of all four warnings is equalized on the packs and cartons for each brand style by the plan's anniversary date.

Ohserase has an advertising plan in place and approved by the Federal Trade Commission. The plan was approved in January of 2013 and has not changed.

We believe this plan complies in all respect with the Federal Cigarette Labeling and Advertising Act, as amended, including any modifications made by the Public Health Cigarette Smoking Act of 1969, the Comprehensive Smoking Education Act of 1984, the Nurses' Education Amendments of 1985 and the Imported Cigarette Compliance Act of 2000. For this reason, we hereby request that you approve this plan as soon as possible.



518. 358. 9309

Mohawk Territory

26 Eagle Drive | PO Box 1221 | Akwesasne, New York 13655

518. 358. 9841 | fax

If you have any questions I can be reached by phone at (518) 358-4229 extension 128. Thank you.

Sincerely,

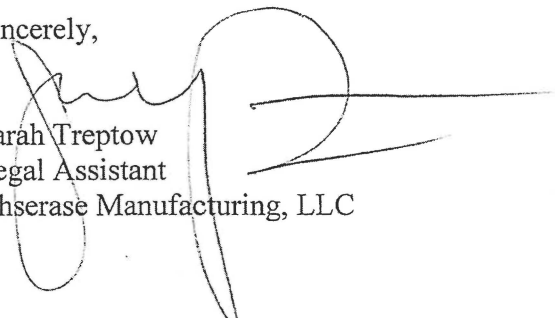

Sarah Treptow
Legal Assistant
Ohserase Manufacturing, LLC

Exhibit A

Ohserase Manufacturing, LLC

Signal Brand Styles

Full Flavor King Box

Full Flavor 100 Box

Full Flavor King Soft

Full Flavor 100 Soft

Smooth King Box

Smooth 100 Box

Smooth King Soft

Smooth 100 Soft

Ultra Smooth King Box

Ultra Smooth 100 Box

Ultra Smooth King Soft

Ultra Smooth 100 Soft

Menthol King Box

Menthol 100 Box

Menthol King Soft

Menthol 100 Soft

Menthol Smooth King Box

Menthol Smooth 100 Box

Menthol Smooth King Soft

Menthol Smooth 100 Soft

Bold King Box

Bold 100 Box

Max King Box

Max 100 Box

Exhibit B

Ohserase Manufacturing, LLC

Da Rez Brand Styles

Full Flavor King Box

Full Flavor King Soft



United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Division of
Advertising Practices

October 1, 2015

Ms. Sarah Treptow
Ohserase Manufacturing, LLC
26 Eagle Drive
P.O. Box 1221
Akwesasne, NY 13655

Dear Ms. Treptow:

The Federal Trade Commission has delegated to the Associate Director for Advertising Practices its authority to review cigarette health warning display plans submitted to the Commission pursuant to Section 1333(c) of the Federal Cigarette Labeling and Advertising Act, 15 U.S.C. §§ 1331-1341 (“the Cigarette Act”). Pursuant to that delegation, I have reviewed a revised proposed plan filed by Ohserase Manufacturing, LLC (“Ohserase”) on September 28, 2015, calling for simultaneous display (*i.e.*, the alternative to quarterly rotation) of the four health warnings on packaging for certain varieties of the Da Rez and Signal brands of cigarettes.

Ohserase’s sales appear to qualify for the aforementioned alternative to quarterly rotation of the warnings on packaging, and the warnings on the sample packs and cartons submitted with Ohserase’s letters on the following dates continue to appear to meet the requirements of the Cigarette Act in force as of the date of this letter for size and conspicuousness:¹

<u>Brand</u>	<u>Date(s)</u>
Da Rez	December 3, 2008
Signal	December 3, 2008 June 18, 2010 July 16, 2010 January 27, 2012

¹ Ohserase stated in its September 28, 2015 letter that the four health warnings will appear exactly as shown on the packs and cartons submitted on these dates. Although some of the warnings on the sample packs for the Signal brand submitted on June 18, 2010 contained capitalization errors, corrected samples were submitted on July 16, 2010.

Accordingly, Ohserase's plan for simultaneous display of the four health warnings on packaging for the following varieties is hereby approved:

- Two varieties of the Da Rez brand: Full Flavor Kings Soft Pack and Full Flavor Kings Box; and
- Twenty-four varieties of the Signal brand: Full Flavor Kings (Soft Pack and Box), Smooth Kings (Soft Pack and Box), Ultra Smooth Kings (Soft Pack and Box), Menthol Kings (Soft Pack and Box), Menthol Smooth Kings (Soft Pack and Box), Full Flavor 100's (Soft Pack and Box), Smooth 100's (Soft Pack and Box), Ultra Smooth 100's (Soft Pack and Box), Menthol 100's (Soft Pack and Box), Menthol Smooth 100's (Soft Pack and Box), Bold Kings Box, Bold 100's Box, Max Kings Box, and Max 100's Box.

This approval pertains only to packaging that meets the requirements of the Cigarette Act. Furthermore, the four health warnings must appear exactly as shown on the packs and cartons that the Commission has previously approved.

Approval of Ohserase's plan is contingent on its good faith implementation. We may ask for information demonstrating proper implementation of the plan.² The Cigarette Act provides that any person who violates its provisions is guilty of a misdemeanor.

Please note that this letter only approves Ohserase's cigarette health warning statement rotation plan with respect to the statutory requirements in force prior to the June 22, 2009 enactment of the Family Smoking Prevention and Tobacco Control Act ("FSPTCA") concerning the rotation, size, and conspicuousness of the warnings on Ohserase's packaging. Moreover, it is not in any way an approval of any other design element, statement, or representation made on packaging or in advertising for Ohserase's cigarettes, including, but not limited to, "all natural." Nor does this letter purport to interpret or express any opinion about the adequacy of Ohserase's packaging and advertising under the FSPTCA or any regulations that have been or might be promulgated by the Department of Health and Human Services under that statute, including but not limited to the Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco to Protect Children and Adolescents (published March 19, 2010).

Because the FSPTCA imposes additional legal requirements on the marketing and sale of cigarettes, you should ensure that you are in compliance with those requirements. For example, since September 22, 2009, the use of certain characterizing flavors (other than tobacco or menthol) in cigarettes has been prohibited. You can find additional information at www.fda.gov/TobaccoProducts/default.htm, and sign up for FDA email updates at www.fda.gov/TobaccoProducts/ResourcesforYou/ucm176164.htm.

² Knowingly and willfully making false statements to a federal government agency is a crime punishable by a fine and/or imprisonment. 18 U.S.C. § 1001.

Ms. Sarah Treptow
October 1, 2015
Page 3

This approval is effective on the date of this letter and runs through September 30, 2016, or until the authority to approve cigarette health warning statement plans moves from the FTC to the FDA, whichever comes first.

If you have any questions regarding this approval, please contact Bonnie McGregor at (202) 326-2356.

Very truly yours,

A handwritten signature in black ink that reads "Mary K. Egle". The signature is written in a cursive style with a large, looped "E" at the end.

Mary K. Egle
Associate Director



43 10-11-15

Mary K. Engle
Associate Director, Division of Advertising Practices
Federal Trade Commission
600 Pennsylvania Ave NW
MailDrop CC-10528
Washington, DC 20580
Attn: William Ducklow

September 25, 2015

Re: Plan for Compliance with Federal Cigarette Labeling and Advertising Act for Rock River Manufacturing

Dear Ms. Engle & Ms. McGregor:

On July 7, 2014 Rock River submitted a cigarette health warning display plan for Silver Cloud 100's, Seneca, Couture, and Opal brand styles. This plan was approved on July 10, 2015. We are now looking to add the Silver Cloud King brand styles to this plan. These brand styles are manufactured by Global Manufacturing in Dallas Texas, at the direction of Rock River Manufacturing.

I. PACKAGING

This section addresses the plan for compliance with respect to the "Packaging" requirements of the FCLAA with regards to the Silver Cloud brand including a discussion of the warning label size and location, the warning label equalization and records of compliance.

A. Warning Label Size and Location

Silver Cloud

Rock River is seeking approval of the following additional brand styles:

Silver Cloud Red King Box
Silver Cloud Gold King Box
Silver Cloud Menthol King Box



Packs for the Silver Cloud Red King Box, Silver Cloud Silver King Box, and Silver Cloud Menthol King Box were included in my letter dated September 23, 2015. Cartons for 3 Silver Cloud Brand King styles are included in this submission. The cartons and packages were prepared in accordance with the precise wording, capitalization, and punctuation of the warnings under section 1333(a)(1) of the FCLAA and in compliance with the requirements for placement and size of the warnings on the packing under Section 1333(b) of the FCLAA. The required warnings will appear on both the actual packages and cartons of the foregoing Silver Cloud brand styles exactly as they appear on the samples that Rock River submitted on September 23, 2015 and September 25, 2015.

B. Warning Label Rotation: 1332(c)(2) Election

Rock River wishes to employ the option for simultaneous display of the four health warnings by displaying the four required warning labels an equal number of times on the packages and cartons of each of the three king sized varieties of the Silver Cloud brand listed above for the one year period beginning on the date of approval of this plan.

Rock River's sales figures for all of the brand styles of the manufactured Silver Cloud and imported Seneca, Couture, and Opal brands for January 1, 2014 through December 31, 2014 by style by sticks are as follows:

<u>STYLE</u>	<u>NUMBER OF STICKS</u>
Seneca Full Flavor Soft King	
Seneca Blue Soft King	
Seneca Silver Soft King	
Seneca Menthol Soft King	
Seneca Smooth Menthol Soft King	
Seneca Full Flavor Soft 100	
Seneca Blue Soft 100	
Seneca Silver Soft 100	
Seneca Menthol Soft 100	
Seneca Smooth Menthol Soft 100	
Seneca Extra Smooth Menthol Soft 100	
Seneca Full Flavor Box King	
Seneca Medium Box King	
Seneca Blue Box King	
Seneca Silver Box King	
Seneca Menthol Box King	
Seneca Smooth Menthol Box King	



© 2008 Rock River Manufacturing

<u>STYLE</u>	<u>NUMBER OF STICKS</u>
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Seneca Non-Filter Box King	
Seneca Chill Box King	
Seneca Full Flavor Box 100	
Seneca Medium Box 100	
Seneca Blue Box 100	
Seneca Silver Box 100	
Seneca Menthol Box 100	
Seneca Smooth Menthol Box 100	
Seneca Extra Smooth Menthol Box 100	
Seneca Full Flavor Box 120	
Seneca Smooth Box 120	
Seneca Ultra Box 120	
Seneca Menthol Box 120	
Seneca Smooth Menthol Box 120	

Seneca Full Flavor 72 Box	
Seneca Blue 72 Box	
Seneca Menthol 72 Box	

Silver Cloud Red 100 Box	
Silver Cloud Gold 100 Box	
Silver Cloud Silver 100 Box	
Silver Cloud Menthol 100 Box	
Silver Cloud Menthol Gold 100 Box	

Couture Slims Ruby 100 Box	
Couture Slims Amethyst 100 Box	
Couture Slims Diamond 100 Box	
Couture Slims Sapphire 100 Box	
Couture Slims Turquoise 100 Box	
Couture Slims Aquamarine 100 Box	

Opal Full Flavor Box 120	
Opal Smooth Box 120	
Opal Ultra Box 120	
Opal Menthol Box 120	
Opal Smooth Menthol Box 120	



Rock River does not import or manufacture any other brands or brand styles than those listed above. Rock River estimates anticipates sales of approximately [REDACTED] sticks of Silver Cloud King sized cigarettes for 2016.

Based on the foregoing sales volume, it appears that each of the foregoing brand styles qualifies for warning label equalization as sales of each brand style were less than one-fourth (1/4th) of one percent (1%) of all the cigarettes sold in the United States.

Rock River has and will continue to comply with the Cigarette Act by having its supplier of packaging for the Silver Cloud brand, Copac Inc, print the four surgeon general warnings simultaneously in equal numbers at the time of both the pack and carton print runs. The four warnings will be displayed on the packs and cartons of each brand style of the king sized varieties of Silver Cloud brand an equal number of times during the one year period following the date of approval of this plan by the FTC. Rock River will keep records demonstrating compliance with this plan.

C. Records of Compliance

Rock River will maintain records demonstrating compliance with this plan at its principal place of business.

II ADVERTISING

Rock River's plan for advertising the Silver Cloud brand was approved on July 10, 2015. Rock River will maintain compliance with that plan.

Thank you for your attention to this matter and your assistance. If you have any questions or comments with respect to any of the foregoing, please do not hesitate to contact me.

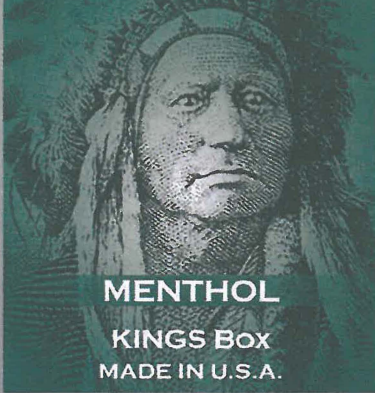
Sincerely,

Joseph M. Zebrowski
Director of Legal Contracts
701 Buffalo Trail
Winnebago, NE 68071
Phone: 402-878-2300

Selected packaging samples from those
submitted with the plan.

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

CIGARETTES



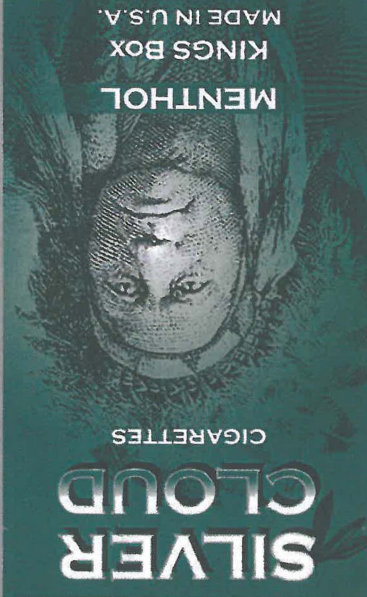
MENTHOL
KINGS Box
MADE IN U.S.A.

Made Under the Authority of
Rock, River Manufacturing

TP-TX-15001



SILVER CLOUD
KINGS Box MENTHOL



MENTHOL
KINGS BOX
MADE IN U.S.A.

SILVER CLOUD

SILVER CLOUD
KINGS BOX MENTHOL

UNDERAGE
SALE
PROHIBITED

SILVER CLOUD

20
CIGARETTES

RED / KINGS BOX
200 CLASS A FILTER CIGARETTES
MADE IN U.S.A.

**SILVER
CLOUD**
CIGARETTES

UNDERAGE
SALE
PROHIBITED

Made Under the Authority of
Rock River Manufacturing

TP-TX-15001



RED

**SILVER
CLOUD**

CIGARETTES

KINGS BOX

MADE IN U.S.A.

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

**SILVER
CLOUD**
CIGARETTES

RED
KINGS BOX



RED

KINGS BOX
MADE IN U.S.A.



Division of
Advertising Practices

United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

October 8, 2015

Mr. Joseph M. Zebrowski
Rock River Manufacturing
701 Buffalo Trail
Winnebago, NE 68071

Dear Mr. Zebrowski:

The Federal Trade Commission has delegated to the Associate Director for Advertising Practices its authority to review cigarette health warning display plans submitted to the Commission pursuant to Section 1333(c) of the Federal Cigarette Labeling and Advertising Act, 15 U.S.C. §§ 1331-1341 (“the Cigarette Act”). Pursuant to that delegation, on July 10, 2015, I approved a plan filed by Rock River Manufacturing (“Rock River”) calling for quarterly rotation of the four health warnings in advertising for the Silver Cloud brand of cigarettes, and for simultaneous display (*i.e.*, the alternative to quarterly rotation) of the four health warnings on packaging for certain varieties of the Seneca, Couture, Opal, and Silver Cloud brands of cigarettes. By letter dated September 25, 2015, you now propose to expand your plan for simultaneous display of the four health warnings on packaging to include additional varieties of the Silver Cloud brand.

Rock River’s sales appear to qualify for the aforementioned alternative to quarterly rotation of the warnings on packaging, and the warnings on the sample packs and cartons submitted with Rock River’s letters dated September 23 and September 25, 2015 appear to meet the requirements of the Cigarette Act in force as of the date of this letter for size and conspicuousness.¹ Accordingly, Rock River’s expansion of its plan for simultaneous display of the four health warnings on packaging is hereby approved for the following three varieties of the Silver Cloud brand: Red King Box, Gold King Box, and Menthol King Box.

Approval of the plan is contingent on its good faith implementation. We may ask for information demonstrating proper implementation of the plan.² The Cigarette Act provides that any person who violates its provisions is guilty of a misdemeanor.

¹ Rock River stated in its September 25, 2015 letter that the four health warnings will appear exactly as shown on the packs and cartons submitted on these dates.

² Knowingly and willfully making false statements to a federal government agency is a crime punishable by a fine and/or imprisonment. 18 U.S.C. § 1001.

Mr. Joseph M. Zebrowski
October 8, 2015
Page 2

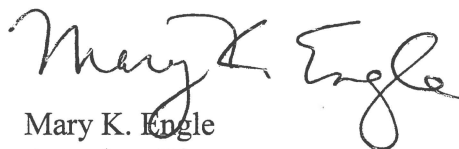
Please note that this letter only approves Rock River's cigarette health warning statement rotation plan with respect to the statutory requirements in force prior to the June 22, 2009 enactment of the Family Smoking Prevention and Tobacco Control Act ("FSPTCA") concerning the rotation, size, and conspicuousness of the warnings on Rock River's packaging. Moreover, it is not in any way an approval of any other design element, statement, or representation made on packaging or in advertising for Rock River's cigarettes. Nor does this letter purport to interpret or express any opinion about the adequacy of Rock River's packaging or advertising under the FSPTCA or any regulations that have been or might be promulgated by the Department of Health and Human Services under that statute, including but not limited to the Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco to Protect Children and Adolescents (published March 19, 2010).

Because the FSPTCA imposes additional legal requirements on the marketing and sale of cigarettes, you should ensure that you are in compliance with those requirements. For example, since September 22, 2009, the use of certain characterizing flavors (other than tobacco or menthol) in cigarettes has been prohibited. You can find additional information at www.fda.gov/TobaccoProducts/default.htm, and sign up for FDA email updates at www.fda.gov/TobaccoProducts/ResourcesforYou/ucm176164.htm.

This approval is effective on the date of this letter and runs through October 7, 2016, or until the authority to approve cigarette health warning statement plans moves from the FTC to the FDA, whichever comes first.

If you have any questions regarding this approval, please contact William Ducklow at (202) 326-2407.

Very truly yours,



Mary K. Engle
Associate Director



Farmers Tobacco Co. of Cynthiana, Inc.
636 US Hwy 27 N, PO Box 98
Cynthiana, KY 41031

September 21, 2015

Ms. Mary K. Engle
Associate Director
Division of Advertising Practices
Federal Trade Commission
600 Pennsylvania Ave, NW
Washington, DC 20580

RE: Cigarette Health Warning Plan

Dear Madam:

Farmers Tobacco Co. of Cynthiana, Inc. is a cigarette manufacturer (TP-KY-45) located in Cynthiana, Kentucky. We are submitting this plan to you explaining how we will comply with the health warning display requirements.

Farmers Tobacco Co. of Cynthiana, Inc. owns and manufactures only the brands "Kentucky's Best", "VB Made in the USA", and "Baron American Blend". This is a consolidated plan for all three brands. Please see the attachment to this letter for the brands listings. We do not import any cigarettes.

I. Packaging

According to Section 1333(c)(2), we would like permission to display the four warnings an equal number of times during the year (rather than rotating the warnings quarterly) since our company's annual sales for all brands (Kentucky's Best, VB Made in the USA, and Baron American Blend) are less than one-fourth of one percent of all the cigarettes sold in the United States. We will equalize the four warnings on the packs and cartons of each brand style that we manufacture for the one-year period beginning on the date of approval of this plan. Equalization is achieved by the packaging vendor who will print all four warnings in equal numbers on each printed sheet of packaging for all cartons and packs so that when sheets are cut, the warnings will be equalized on cartons and packs for each brand style. The warnings will appear exactly as shown on the pack and carton samples submitted with our letters dated June 21, 2010, August 3, 2010, and September 29, 2010 and for the VB Made in the USA Non-Filter Soft Pack and Baron American Blend Non-Filter Soft Pack exactly as on the samples sent with our letter dated March 30, 2006.

The sales volumes in cigarettes for each brand for fiscal year 2014 were as follows:

Kentucky's Best
VB Made in the USA
Baron American Blend



Anticipated sales volumes in cigarettes for each brand for fiscal year 2015 are as follows:

Kentucky's Best
VB Made in the USA
Baron American Blend



II. Advertisements (other than outdoor billboard advertisements)

Farmers Tobacco Co. of Cynthiana Inc. continues to be in compliance with the advertising plans approved by the FTC on November 18, 2003 and April 18, 2005 for Kentucky's Best, March 25, 2005 for VB Made in the USA and April 27, 2005 for Baron American Blend.

Farmers Tobacco Co. of Cynthiana, Inc. will maintain sufficient records to demonstrate compliance with this plan.

If any further information is required, please call us at 1-866-832-7637 between the hours of 8:00 AM and 5:00 PM EST. Thank you for your time.

Sincerely,

A handwritten signature in cursive script that reads "Jennifer Straus".

Jennifer Straus
Vice President
Farmers Tobacco Co. of Cynthiana, Inc.

Farmers Tobacco Co. of Cynthiana, Inc.
List of Brand Family Styles

Kentucky's Best

Red King Soft Pack	Red 100 Soft Pack
Gold King Soft Pack	Gold 100 Soft Pack
Red King Hard Pack	Silver 100 Soft Pack
Gold King Hard Pack	Red 100 Hard Pack
Silver King Hard Pack	Gold 100 Hard Pack
Menthol King Hard Pack	Silver 100 Hard Pack
Green King Hard Pack	Menthol 100 Hard Pack
Non-Filter King Soft Pack	Green 100 Hard Pack

VB Made in the USA

Red King Hard Pack	Red 100 Hard Pack
Gold King Hard Pack	Gold 100 Hard Pack
Menthol King Hard Pack	Blue 100 Hard Pack
Non-Filter King Soft Pack	Menthol 100 Hard Pack
	Green 100 Hard Pack

Baron American Blend

Red King Hard Pack	Red 100 Hard Pack
Blue King Hard Pack	Blue 100 Hard Pack
Menthol King Hard Pack	Silver 100 Hard Pack
Non-Filter King Soft Pack	Menthol 100 Hard Pack
	Green 100 Hard Pack



Division of
Advertising Practices

United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

October 16, 2015

Ms. Jennifer Straus
Vice President
Farmers Tobacco Co. of Cynthiana, Inc.
636 US Highway 27 North
P.O. Box 98
Cynthiana, KY 41031

Dear Ms. Straus:

The Federal Trade Commission has delegated to the Associate Director for Advertising Practices its authority to review cigarette health warning display plans submitted to the Commission pursuant to Section 1333(c) of the Federal Cigarette Labeling and Advertising Act, 15 U.S.C. §§ 1331-1341 ("the Cigarette Act"). Pursuant to that delegation, I have reviewed a proposed plan filed by Farmers Tobacco Co. of Cynthiana, Inc. ("Farmers Tobacco") dated September 21, 2015, calling for simultaneous display (*i.e.*, the alternative to quarterly rotation) of the four health warnings on packaging for certain varieties of the "Kentucky's Best," "VB Made in the USA," and "Baron American Blend" brands of cigarettes.

Farmers Tobacco's sales appear to qualify for the aforementioned alternative to quarterly rotation of the warnings on packaging, and the health warnings on the sample packs and cartons submitted with your letters dated March 30, 2006, and June 21, August 3, and September 29, 2010 continue to appear to meet the requirements of the Cigarette Act in force as of the date of this letter for size and conspicuousness.¹

Accordingly, Farmers Tobacco's plan for simultaneous display of the four health warnings on packaging is hereby approved for the following varieties:

- Sixteen varieties of the Kentucky's Best brand: Red Kings (soft pack and hard pack), Gold Kings (soft pack and hard pack), Silver Kings hard pack, Menthol Kings hard pack,

¹ Farmer's Tobacco stated in its letter dated September 21, 2015 that the four health warnings will appear exactly as shown on the packs and cartons submitted on these dates. Although some of the warnings on the sample packs and cartons submitted on June 21, 2010 were not sufficiently clear and conspicuous, corrected samples were submitted on August 3 and September 29, 2010.

Green Kings hard pack, Non-Filter Kings soft pack, Red 100's (soft pack and hard pack), Gold 100's (soft pack and hard pack), Silver 100's (soft pack and hard pack), Menthol 100's hard pack, and Green 100's hard pack;

- Nine varieties of the VB Made in the USA brand: Red hard pack (Kings and 100's), Gold hard pack (Kings and 100's), Menthol hard pack (Kings and 100's), Non-Filter Kings soft pack, Blue 100's hard pack, and Green 100's hard pack; and
- Nine varieties of the Baron American Blend brand: Red hard pack (Kings and 100's), Blue hard pack (Kings and 100's), Menthol hard pack (Kings and 100's), Non-Filter Kings soft pack, Silver 100's hard pack, and Green 100's hard pack.

This approval pertains only to packaging that meets the requirements of the Cigarette Act. Furthermore, the four health warnings must appear exactly as shown on the packs and cartons the Commission has most recently approved.

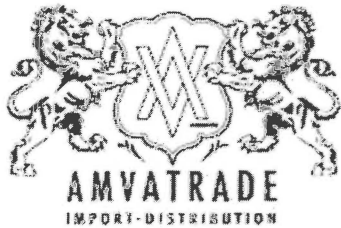
Approval of this plan is contingent on its good faith implementation. We may ask for information demonstrating proper implementation of the plan.² The Cigarette Act provides that any person who violates its provisions is guilty of a misdemeanor.

Please note that this letter only approves Farmers Tobacco's cigarette health warning statement rotation plan with respect to the statutory requirements in force prior to the June 22, 2009 enactment of the Family Smoking Prevention and Tobacco Control Act ("FSPTCA") concerning the rotation, size, and conspicuousness of the warnings on Farmers Tobacco's packaging. Moreover, it is not in any way an approval of any other design element, statement, or representation made on packaging or in advertising for Farmers Tobacco's cigarettes. Nor does this letter purport to interpret or express any opinion about the adequacy of Farmers Tobacco's packaging and advertising under the FSPTCA or any regulations that have been or might be promulgated by the Department of Health and Human Services under that statute, including but not limited to the Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco to Protect Children and Adolescents (published March 19, 2010).

Because the FSPTCA imposes additional legal requirements on the marketing and sale of cigarettes, you should ensure that you are in compliance with those requirements. For example, since September 22, 2009, the use of certain characterizing flavors (other than tobacco or menthol) in cigarettes has been prohibited. You can find additional information at www.fda.gov/TobaccoProducts/default.htm, and sign up for FDA email updates at www.fda.gov/TobaccoProducts/ResourcesforYou/ucm176164.htm.

This approval is effective on the date of this letter and runs through October 15, 2016, or until the authority to approve cigarette health warning statement plans moves from the FTC to the FDA, whichever comes first.

² Knowingly and willfully making false statements to a federal government agency is a crime punishable by a fine and/or imprisonment. 18 U.S.C. § 1001.



AMVATRADE CORP.

290 Spagnoli Rd
Melville, NY 11747

T 631.524.5403
F 646.588.1986
amvtrade@gmail.com

October 15, 2015

Ms. Mary K. Engle
Associate Director
Division of Advertising Practices
Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580

Re: Proposed Plan for Health Warning Labels on Cigarettes

Dear Ms. Engle:

AMVATRADE Corp. is a New York State licensed cigarette importer and pursuant to Section 1333(c) of the Federal Cigarette Labeling and Advertising Act, 15 U.S.C. §§ 1331 et seq. ("Cigarette Act") seeks approval of its cigarette health warning statement rotation plan for packaging and cartons of the following brand styles of Treasurer brand of cigarettes manufactured by The Chancellor Tobacco Company (UK) Ltd.:

1. **Treasurer Luxury Black**, 90mm long, hardpack and paper carton
2. **Treasurer Luxury Gold**, 90mm long, hardpack and paper carton
3. **Treasurer Luxury Silver**, 90mm long, hardpack and paper carton
4. **Treasurer Luxury White**, 90mm long, hardpack and paper carton
5. **Treasurer Luxury Menthol**, 90mm long, hardpack and paper carton
6. **Treasurer Black**, 90mm long, aluminum pack and paper carton
7. **Treasurer Gold**, 90mm long, aluminum pack and paper carton
8. **Treasurer Silver**, 90mm long, aluminum pack and paper carton

Pursuant to Section 1333(c)(2) AMVATRADE Corp. seeks approval of its plan to display the four health warning statements an equal number of times on the packaging and cartons of the aforementioned brand styles of Treasurer brand of cigarettes for the one year period beginning on the date of the approval of this plan. AMVATRADE Corp.'s sales of cigarettes in the United States for the 2013 fiscal year was [REDACTED] AMVATRADE Corp.'s sales of cigarettes in the United States for the 2014 fiscal year was [REDACTED]. We anticipate our sales of Treasurer brand of cigarettes for the 2015 fiscal year will be [REDACTED]. Our fiscal year extends from January 1st through December 31st of each year. AMVATRADE Corp. does not intend to import or manufacture any other brands of cigarettes at this time.

Each shipment as imported, contains an equal number of each of the four warnings on the packs and cartons of each brand style of the Treasurer brand and each warning on each brand style will be used in equal amounts.

We will keep records demonstrating compliance with this plan.

AMVATRADE Corp. will display the four health warning statements on the **Treasurer Luxury Black, Treasurer Luxury Gold, Treasurer Luxury Silver, Treasurer Luxury White, Treasurer Luxury Menthol, Treasurer Black, Treasurer Gold and Treasurer Silver** brand styles. The four health warning statements that will appear on the packs and cartons are as follows:

- A. SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
- B. SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.
- C. SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.
- D. SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

AMVATRADE Corp. will continue to comply with the advertising plan that was submitted by letter dated October 25, 2010 and approved by FTC by letter dated January 11, 2011.

AMVATRADE Corp. has submitted actual samples of packs and cartons for Treasurer Black, Treasurer Gold and Treasurer Silver brand styles of cigarettes with letters dated May 20, 2010 (Treasurer Gold and Treasurer Silver) and July 30, 2010 (Treasurer Black). We will continue to import the same packs and cartons without any changes.

AMVATRADE Corp. has submitted actual samples of packs of Treasurer Luxury Black, Treasurer Luxury Gold, Treasurer Luxury Silver, Treasurer Luxury White and Treasurer Luxury Menthol brand styles of cigarettes with its letter dated June 15, 2011. We will continue to import the same packs without any changes.

AMVATRADE Corp. has submitted actual samples of cartons of Treasurer Luxury Black, Treasurer Luxury Gold, Treasurer Luxury Silver, Treasurer Luxury White and Treasurer Luxury Menthol with its letter dated July 26, 2012. We will continue to import the same cartons without any changes.

Cordially,



Vardan Alamyanyan
President, AMVATRADE Corp.



United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Division of
Advertising Practices

October 30, 2015

Mr. Vardan Alumyan
President
AMVATRADE Corp.
290 Spagnoli Road
Melville, NY 11747

Dear Mr. Alumyan:

The Federal Trade Commission has delegated to the Associate Director for Advertising Practices its authority to review cigarette health warning display plans submitted to the Commission pursuant to Section 1333(c) of the Federal Cigarette Labeling and Advertising Act, 15 U.S.C. §§ 1331-1341 (“the Cigarette Act”). Pursuant to that delegation, I have reviewed a proposed plan filed by AMVATRADE Corp. (“AMVATRADE”) on October 15, 2015, calling for simultaneous display (*i.e.*, the alternative to quarterly rotation) of the four health warnings on packaging for certain varieties of the Treasurer brand of cigarettes.

AMVATRADE’s sales appear to qualify for the aforementioned alternative to quarterly rotation of the warnings on packaging, and the warnings on the sample packs and cartons submitted with your letters dated May 20, 2010 (Gold, Silver), July 30, 2010 (Black), June 15, 2011 (Treasurer Luxury packs), and July 26, 2012 (Treasurer Luxury cartons) appear to meet the requirements of the Cigarette Act in force as of the date of this letter for size and conspicuousness.¹ Accordingly, AMVATRADE’s plan for simultaneous display of the four health warnings on packaging is hereby approved for the following 90 mm varieties of the Treasurer brand: Black (aluminum pack), Gold (aluminum pack), Silver (aluminum pack), Luxury Black hard pack, Luxury Gold hard pack, Luxury Silver hard pack, Luxury White hard pack, and Luxury Menthol hard pack.

Approval of the plan is contingent on its good faith implementation. We may ask for information demonstrating proper implementation of the plan.² The Cigarette Act provides that any person who violates its provisions is guilty of a misdemeanor.

¹ AMVATRADE stated in its October 15, 2015 letter that the four health warnings will appear exactly as shown on the packs and/or cartons submitted on these dates.

² Knowingly and willfully making false statements to a federal government agency is a crime punishable by a fine and/or imprisonment. 18 U.S.C. § 1001.

Mr. Vardan Alumyan
October 30, 2015
Page 2

Please note that this letter only approves AMVATRADE's cigarette health warning statement rotation plan with respect to the statutory requirements in force prior to the June 22, 2009 enactment of the Family Smoking Prevention and Tobacco Control Act ("FSPTCA") concerning the rotation, size, and conspicuousness of the warnings on AMVATRADE's packaging. Moreover, it is not in any way an approval of any other design element, statement, or representation made on packaging or in advertising for AMVATRADE's cigarettes. Nor does this letter purport to interpret or express any opinion about the adequacy of AMVATRADE's packaging and advertising under the FSPTCA or any regulations that have been or might be promulgated by the Department of Health and Human Services under that statute, including but not limited to the Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco to Protect Children and Adolescents (published March 19, 2010).


Because the FSPTCA imposes additional legal requirements on the marketing and sale of cigarettes, you should ensure that you are in compliance with those requirements. For example, since September 22, 2009, the use of certain characterizing flavors (other than tobacco or menthol) in cigarettes has been prohibited. You can find additional information at www.fda.gov/TobaccoProducts/default.htm, and sign up for FDA email updates at www.fda.gov/TobaccoProducts/ResourcesforYou/ucm176164.htm.

Finally, please note that Section 802 of the Tariff Suspension and Trade Act of 2000 prohibits the importation of cigarettes unless at the time of entry the importer presents a sworn statement signed by the original cigarette manufacturer stating that the manufacturer has submitted and will continue to submit the list of ingredients to FDA.

This approval is effective on the date of this letter and runs through October 29, 2016, or until the authority to approve cigarette health warning statement plans moves from the FTC to the FDA, whichever comes first.

If you have any questions regarding this approval, please contact Bonnie McGregor at (202) 326-2356.

Very truly yours,



Mary K. Engle
Associate Director



October 30, 2015

Ms. Mary K. Engle
Associate Director, Division of Advertising Practices
Federal Trade Commission
600 Pennsylvania Ave NW
MailDrop CC-10528
Washington, DC 20580
Attn: Mr. William Ducklow

Re: Plan for Compliance with Federal Cigarette Labeling and Advertising Act for Silver Cloud Kings Cigarettes

Dear Ms. Engle:

Please find enclosed Global Tobacco LLC's (Global) submission of its warning plan for the Silver Cloud brand cigarettes which Global intends to manufacture. In order to facilitate such manufacturing, Global submits this letter containing its plan for compliance with the Federal Cigarette Labeling and Advertising Act, 15 U.S.C. § 1331 et. Seq. (FCLAA).

A. Warning Label Size and Location

Global received approval from the Federal Trade Commission (FTC) on July 19th, 2010 for its plan to advertise Silver Cloud Brand of cigarettes and received its most recent approval for simultaneous display of its health warnings on packing of certain styles of Silver Cloud brand on June 18, 2013.

Global seeks approval for the following brand styles of Silver Cloud Brand Family:

1. Silver Cloud Red Kings Box
2. Silver Cloud Gold King Box
3. Silver Cloud Menthol King Box



Packages for all styles were previously submitted in a letter dated September 23, 2015 and Cartons in a letter dated September 25, 2015, mailed by Joseph M. Zebrowski. The cartons and packages were prepared in accordance with the precise wording, capitalization, and punctuation of the warnings under section 1333(a) of the FCLAA and in compliance with the requirements for placement and size of the warnings on the packing under Section 1333(b)(1) of the FCLAA. The required warnings will appear on both the actual packages and cartons of the foregoing Silver Cloud brand styles exactly as they appear on the samples submitted September 23, 2015 and September 25, 2015.

B. Packaging - Warning Label Rotation:

Global will comply with the FCLAA by displaying the four warnings an equal number of times on the packages and cartons of each of the foregoing brand styles during the one year period following the date of approval of this plan by the FTC.

Section 1332(c)(2) allows a cigarette manufacturer or importer to display the four warnings an equal number of times during the year on a brand style's packaging if the company's annual sales of that brand style are less than one-fourth ($1/4^{\text{th}}$) of one percent (1%) of all of the cigarettes sold in the United States and more than half the cigarettes manufactured or imported by that company are packaged into brand styles that meet this threshold. Total sales for all of the brand styles that Global Tobacco imported or manufactured, including the Global Classic, Global Fiesta, Patriot and Silver Cloud Kings for fiscal year 2014 were [REDACTED] sticks. Global Tobacco anticipates approximately [REDACTED] for the calendar year 2015. Global Tobacco's fiscal year is same as the calendar year.

C. Records of Compliance

Global will maintain records demonstrating compliance with this plan at our principal place of business.



D. Advertising

Global intends to follow the “Advertising” requirements of the FCLAA.

On July 19, 2010 FTC approved Global’s plan for advertising for the Silver Cloud brand. This plan covers print advertisement not to exceed ten square feet. We will maintain compliance with this plan with respect to the “Advertising” requirements of the FCLAA, including a discussion of the warning label size and placement, and the warning label rotation.

E. Advertising - Warning Label Rotation

Global will maintain the following quarterly rotation schedule for advertising of the Silver Cloud brand of the four required warning statements.

- A. SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
- B. SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.
- C. SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.
- D. SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

The schedule for quarterly rotation of the warnings in Global Tobacco’s advertising for the Silver Cloud Brand is as follows:

First Quarter	(January- March):	C
Second Quarter	(April – June):	D
Third Quarter	(July-September):	A
Fourth Quarter	(October-December):	B



Thank you for your prompt attention to this matter and for your assistance. If you have any questions or comments with respect to any of the foregoing, please do not hesitate to contact me.

Sincerely,

Swetha Duggirala
Regulatory Affairs Officer
Global Tobacco LLC
2861 Congressman Lane, Suite 300
Dallas, TX 75220
Ph: 214-357-6653
Fax:214-357-6655

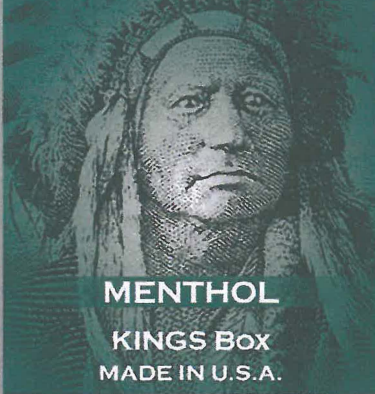
CC: Joseph M. Zebrowski,

Rock River Manufacturing

Selected packaging samples from those
submitted with the plan.

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

CIGARETTES



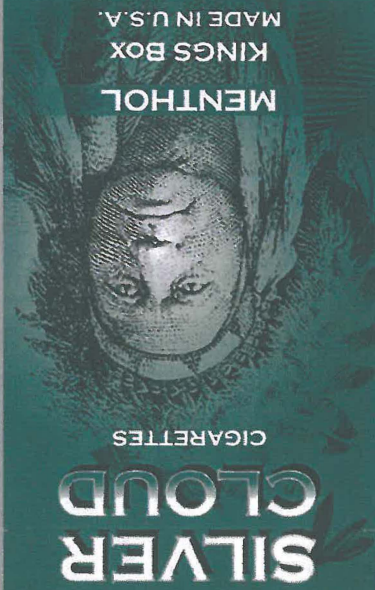
MENTHOL
KINGS Box
MADE IN U.S.A.

Made Under the Authority of
Rock, River Manufacturing

TP-TX-15001



SILVER CLOUD
KINGS Box MENTHOL



MENTHOL
KINGS BOX
MADE IN U.S.A.

SILVER CLOUD
KINGS BOX MENTHOL

UNDERAGE
SALE
PROHIBITED

SILVER CLOUD



RED / KINGS BOX
200 CLASS A FILTER CIGARETTES
MADE IN U.S.A.

SILVER CLOUD

CIGARETTES

UNDERAGE
SALE
PROHIBITED

Made Under the Authority of
Rock River Manufacturing

TP-TX-15001



RED

SILVER CLOUD

CIGARETTES

KINGS BOX

MADE IN U.S.A.

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

SILVER CLOUD

CIGARETTES

RED
KINGS BOX



KINGS BOX
MADE IN U.S.A.

RED



United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Division of
Advertising Practices

November 5, 2015

Ms. Swetha Duggirala
Global Tobacco, LLC
2861 Congressman Lane, Suite 300
Dallas, TX 75220

Dear Ms. Duggirala:

The Federal Trade Commission has delegated to the Associate Director for Advertising Practices its authority to review cigarette health warning display plans submitted to the Commission pursuant to Section 1333(c) of the Federal Cigarette Labeling and Advertising Act, 15 U.S.C. §§ 1331-1341 (“the Cigarette Act”). Pursuant to that delegation, I have reviewed a revised proposed plan filed by Global Tobacco, LLC (“Global Tobacco”) on October 30, 2015, calling for simultaneous display (*i.e.*, the alternative to quarterly rotation) of the four health warnings on packaging for certain varieties of the Silver Cloud brand of cigarettes.

Global Tobacco’s sales appear to qualify for the aforementioned alternative to quarterly rotation of the warnings on packaging, and the warnings on the sample packs and cartons submitted with letters dated September 23 and September 25, 2015 appear to meet the requirements of the Cigarette Act in force as of the date of this letter for size and conspicuousness.¹ Accordingly, Global Tobacco’s plan for simultaneous display of the four health warnings on packaging is hereby approved for the following three varieties of the Silver Cloud brand: Red Kings Box, Gold Kings Box, and Menthol Kings Box.

Approval of Global Tobacco’s plan is contingent on its good faith implementation. We may ask for information demonstrating proper implementation of the plan.² The Cigarette Act provides that any person who violates its provisions is guilty of a misdemeanor.

Please note that this letter only approves Global Tobacco’s cigarette health warning statement rotation plan with respect to the statutory requirements in force prior to the June 22, 2009 enactment of the Family Smoking Prevention and Tobacco Control Act (“FSPTCA”) concerning the rotation, size, and conspicuousness of the warnings on Global Tobacco’s packaging. Moreover, it is not in any way an approval of any other design element, statement, or

¹ Global Tobacco stated in its October 30, 2015 letter that the four health warnings will appear exactly as shown on the packs and cartons submitted on these dates.

² Knowingly and willfully making false statements to a federal government agency is a crime punishable by a fine and/or imprisonment. 18 U.S.C. § 1001.

Ms. Swetha Duggirala
November 5, 2015
Page 2

representation made on packaging or in advertising for Global Tobacco's cigarettes. Nor does this letter purport to interpret or express any opinion about the adequacy of Global Tobacco's packaging and advertising under the FSPTCA or any regulations that have been or might be promulgated by the Department of Health and Human Services under that statute, including but not limited to the Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco to Protect Children and Adolescents (published March 19, 2010).

Because the FSPTCA imposes additional legal requirements on the marketing and sale of cigarettes, you should ensure that you are in compliance with those requirements. For example, since September 22, 2009, the use of certain characterizing flavors (other than tobacco or menthol) in cigarettes has been prohibited. You can find additional information at www.fda.gov/TobaccoProducts/default.htm, and sign up for FDA email updates at www.fda.gov/TobaccoProducts/ResourcesforYou/ucm176164.htm.

This approval is effective on the date of this letter and runs through November 4, 2016, or until the authority to approve cigarette health warning statement plans moves from the FTC to the FDA, whichever comes first.

If you have any questions regarding this approval, please contact William Ducklow at (202) 326-2407.

Very truly yours,



Mary K. Engle
Associate Director



Rhondetta Walton
Associate General Counsel

(336) 335-7260
(336) 335-7707 fax
Rhondetta.Walton@itgbrands.com

November 3, 2015

Ms. Mary Engle
Associate Director
Division of Advertising Practices
Federal Trade Commission
Mail Drop CC-10528
600 Pennsylvania Avenue
Washington, DC 20580

**RE: ITG BRANDS, INC.
PACKAGING REVISIONS FOR WINSTON CARTONS**

Dear Ms. Engle:

ITG Brands currently has approved plans to display the four health warnings for the Winston, Salem, Kool, Maverick and Rave brands.

ITG Brands hereby requests approval of a plan revision relating to the cartons for the following six brand styles of Winston, which are identified below:

Winston Red 100s Box
Winston Red King Box
Winston Gold 100s Box
Winston Gold King
Winston White 100s Box
Winston White King Box

The revision is being requested as the carton packaging has been redesigned to delete reference to "Additive Free." These new cartons for the above six brand styles of Winston will replace the Winston cartons that are currently approved by the FTC. Sample cartons were included with our September 30, 2015 submission. The four health warnings will appear exactly as shown on the samples submitted with the September 30 letter. The four health warnings read precisely as required by the Federal Cigarette Labeling and Advertising Act.

The new carton packaging will not alter the quarterly rotation of the four health warnings under ITG Brands' previously approved plan for Winston. If approved, ITG Brands will begin utilizing the cartons submitted on September 30 for the foregoing brand styles packaged beginning January 1, 2016, and thereafter ITG Brands will only use the

November 3, 2015
Re: Packaging Revisions for Winston Cartons
Page 2

cartons submitted on September 30 for the foregoing six brand styles of Winston. ITG Brands will continue to be in compliance with the previously approved advertising plan for the Winston brand, which did not include a plan for display of the warnings in internet advertising.

If you require any additional information, please contact me.

Sincerely,

A handwritten signature in cursive script that reads "Rhondetta Walton". The signature is written in black ink and is positioned below the word "Sincerely,".

Rhondetta Walton

Selected packaging samples from those
submitted with the plan.

N A T U R A L L Y S M O O T H



Winston

RED BOX

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

Winston



FSC



RED BOX

RED BOX

Winston



N A T U R A L L Y S M O O T H



Winston

G O L D 1 0 0 ' S B O X

SURGEON GENERAL'S WARNING:
Smoking By Pregnant Women May
Result in Fetal Injury, Premature
Birth, And Low Birth Weight.

Winston



G O L D 1 0 0 ' S B O X

X O B S . 0 0 1 D 1 0 G

Winston



FSC





United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

Division of
Advertising Practices

November 12, 2015

Rhondetta Walton, Esq.
ITG Brands, LLC
714 Green Valley Road
Greensboro, NC 27408

Dear Ms. Walton:

The Federal Trade Commission has delegated to the Associate Director for Advertising Practices its authority to review cigarette health warning display plans submitted to the Commission pursuant to Section 1333(c) of the Federal Cigarette Labeling and Advertising Act, 15 U.S.C. §§ 1331-1341 (“the Cigarette Act”). Pursuant to that delegation, ITG Brands, LLC’s (“ITG”) June 11, 2015 plan for quarterly rotation of the four health warnings on packaging for certain varieties of the Winston, Salem, Kool, and Maverick brands of cigarettes was approved on June 12, 2015. Your August 31, 2015 request to expand your plan for quarterly rotation of the four health warnings on packaging to include additional varieties of the Winston brand, and to modify the packaging for the Winston, Salem, Kool, and Maverick brands of cigarettes, was approved on September 2, 2015.

By letter dated November 3, 2015, you now propose to further modify the cartons for certain varieties of the Winston brand of cigarettes.

The warnings on the sample cartons for the Red Box (Kings and 100’s), Gold Box (Kings and 100’s), and White Box (Kings and 100’s) varieties of the Winston brand submitted with your September 30, 2015 letter continue to appear to meet the requirements of the Cigarette Act in force as of the date of this letter for size and conspicuousness.

Please note that this letter only approves ITG’s cigarette health warning statement rotation plan with respect to the statutory requirements in force prior to the June 22, 2009 enactment of the Family Smoking Prevention and Tobacco Control Act (“FSPTCA”) concerning the rotation, size, and conspicuousness of the warnings on ITG’s packaging. Moreover, it is not in any way an approval of any other design element, statement, or representation made on packaging or in advertising for ITG’s cigarettes. Nor does this letter purport to interpret or express any opinion about the adequacy of ITG’s packaging and advertising under the FSPTCA or any regulations that have been or might be promulgated by the Department of Health and Human Services under that statute, including but not limited to the Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco to Protect Children and Adolescents (published March 19, 2010).

Rhondetta Walton, Esq.
November 12, 2015
Page 2

Because the FSPTCA imposes additional legal requirements on the marketing and sale of cigarettes, you should ensure that you are in compliance with those requirements. For example, since September 22, 2009, the use of certain characterizing flavors (other than tobacco or menthol) in cigarettes has been prohibited. You can find additional information at www.fda.gov/TobaccoProducts/default.htm, or www.fda.gov/TobaccoProducts/ResourcesforYou/ForIndustry/default.htm, and sign up for FDA email updates at www.fda.gov/TobaccoProducts/ResourcesforYou/ucm176164.htm.

If you have any questions regarding this approval, please contact William Ducklow at (202) 326-2407.

Very truly yours,

A handwritten signature in black ink that reads "Mary K. Engle". The signature is written in a cursive, flowing style.

Mary K. Engle
Associate Director



November 17, 2015

Mary K. Engle, Associate Director
Federal Trade Commission
Division of Advertising Practices
600 Pennsylvania Avenue, NW
Mail Drop NJ 3212
Washington, DC 20580

Re: Premier Manufacturing, Inc. - Approval request

Dear Ms. Mary Engle:

Premier Manufacturing, Inc. is requesting approval to display the four health warnings on packaging for three new brands; Creston, Passport and Fact. These three new brands are manufactured in the United States by Premier. The new Brand/Styles are as follows:

CRESTON	PASSPORT	FACT
RED KING BOX	RED KING BOX	RED KING BOX
RED 100s BOX	RED 100s BOX	RED 100s BOX
BLUE KING BOX	BLUE KING BOX	BLUE KING BOX
BLUE 100s BOX	BLUE 100s BOX	BLUE 100s BOX
ORANGE KING BOX	ORANGE KING BOX	ORANGE KING BOX
ORANGE 100s BOX	ORANGE 100s BOX	ORANGE 100s BOX
MENTHOL GREEN KING BOX	MENTHOL GREEN KING BOX	MENTHOL GREEN KING BOX
MENTHOL GREEN 100s BOX	MENTHOL GREEN 100s BOX	MENTHOL GREEN 100s BOX
MENTHOL SILVER KING BOX	MENTHOL SILVER KING BOX	MENTHOL SILVER KING BOX
MENTHOL SILVER 100s BOX	MENTHOL SILVER 100s BOX	MENTHOL SILVER 100s BOX

The warnings will appear exactly as shown on the sample packs and cartons that were enclosed with our letter dated August 14, 2015. Premier Manufacturing will display the four warnings an equal number of times on the packs and cartons for each brand style of the Creston, Passport and Fact brands for the one-year period beginning on the date of approval of this plan. We will achieve equalization of the four warnings on the packs and cartons of each brand style by having all four warnings printed simultaneously at the time of both pack and carton print runs. Premier will keep records demonstrating compliance with the plan.

(1)

www.GoPremier.com



The four warnings that will be displayed are:

1. **SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.**
2. **SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.**
3. **SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.**
4. **SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.**

Premier also manufactures the Ultra Buy, Shield, Wildhorse, 1st Class, 1839 and Traffic brands. Our sales for the last fiscal year (calendar year 2014) did not exceed [REDACTED] sticks for any one brand style. We do not anticipate sales to exceed [REDACTED] sticks for any one brand style in fiscal year 2015.

Premier Manufacturing, Inc. has not yet designed advertising materials for Creston, Passport and Fact brand cigarettes. We do not intend to advertise these brands until we have an approval for advertising.

We submit and confirm that the foregoing complies with Act.

Please call me if you have any questions or require additional information.

Sincerely,

A handwritten signature in cursive script that reads "Terri Albright".

Terri Albright
Operations/Compliance Manager
Direct Phone: 636-537-6823
Fax: 636-530-1362
Email: talbright@gopremier.com

(2)

www.GoPremier.com

17998 Chesterfield Airport Road. • Chesterfield, Missouri 63005 • (636) 537-5348 • Fax (636) 537-3359 • email: info@gopremier.com

Selected packaging samples from those
submitted with the plan.

Manufactured under license from
Premier Manufacturing, Inc.
St. Louis, MO 63065
www.ggpriemer.com
Made in the USA



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

20 CLASS A CIGARETTES

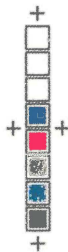
CRESTON

BLUE 100s

20 CLASS A CIGARETTES

CGP

M-1 2 3 4 5 6 7 8 9 10 11 12
Y-15 16 17 18
415-XXXX-C



BLUE 100s

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MENTHOL SILVER KING BOX
200 CLASS A CIGARETTES
GRESTON[®]



200 CLASS A CIGARETTES

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MENTHOL SILVER KING BOX

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

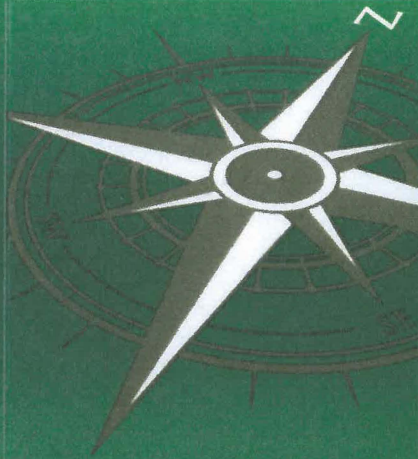
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SURGEON GENERAL'S WARNING:
Cigarette Smoke
Contains Carbon Monoxide.



20 CLASS A CIGARETTES

PASSPORT
MENTHOL GREEN 100S

20 CLASS A CIGARETTES



MENTHOL GREEN

PASSPORT

MENTHOL GREEN 100S

PASSPORT

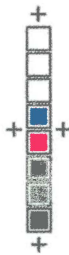
PASSPORT
MENTHOL GREEN

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