

Tobacco Product Manufacturers' Market Shares and Potential NPM Adjustment Amounts  
Sales Years 2003-2010

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	Sales Year 2003 (Payment Year 2004)	Sales Year 2004 (Payment Year 2005)	Sales Year 2005 (Payment Year 2006)	Sales Year 2006 (Payment Year 2007)	Sales Year 2007 (Payment Year 2008)*	Sales Year 2008 (Payment Year 2009)*	Sales Year 2009 (Payment Year 2010)*	Sales Year 2010 (Payment Year 2011)*
OPM Market Share (RYO @ 0.0325)	83.87%	84.18%	84.22%	83.69%	84.59%	82.90%	82.78%	83.56%
SPM Market Share (RYO @ 0.0325)	7.77%	7.55%	9.67%	10.43%	9.50%	10.64%	10.75%	9.94%
NPM Market Share (RYO @ 0.0325)	8.36%	8.27%	6.11%	5.88%	5.91%	6.46%	6.47%	6.51%
Market Share Loss (RYO @ 0.0325)	5.94%	5.85%	3.82%	3.46%	3.49%	4.05%	4.05%	4.09%
<b>Potential NPM Adjustment %</b>	<b>17.83%</b>	<b>17.55%</b>	<b>11.47%</b>	<b>10.39%</b>	<b>10.47%</b>	<b>12.14%</b>	<b>12.15%</b>	<b>12.27%</b>
Potential OPM NPM Adjustment	\$1,061,158,548.39	\$1,061,288,733.95	\$702,715,076.82	\$646,394,781.27	\$741,105,580.81	\$850,920,025.57	\$789,580,802.61	\$789,926,690.63
Potential SPM NPM Adjustment	\$86,407,516.48	\$76,107,191.03	\$50,630,561.09	\$53,949,636.76	\$49,926,294.10	\$69,183,720.98	\$69,423,418.56	\$63,975,446.18
<b>Total</b>	<b>\$1,147,566,064.87</b>	<b>\$1,137,395,924.98</b>	<b>\$753,345,637.91</b>	<b>\$700,344,418.03</b>	<b>\$791,031,874.91</b>	<b>\$920,103,746.55</b>	<b>\$859,004,221.17</b>	<b>\$853,902,136.81</b>

\* Includes MSA Annual Payment and Strategic Contribution Fund Payment