

**EXHIBIT R****EXCLUSION OF CERTAIN BRAND NAMES**Brown & Williamson Tobacco Corporation

GPC  
State Express 555

Riviera  
Philip Morris Incorporated

Players  
B&H  
Belmont  
Mark Ten  
Viscount  
Accord  
L&M  
Lark  
Rothman's  
Best Buy  
Bronson  
F&L  
Genco  
GPA  
Gridlock  
Money  
No Frills  
Generals  
Premium Buy  
Shenandoah

Top Choice  
Lorillard Tobacco Company

None  
R.J. Reynolds Tobacco Company

Best Choice  
Cardinal  
Director's Choice  
Jacks  
Rainbow  
Scotch Buy  
Slim Price  
Smoker Friendly  
Valu Time

Worth

