

Simple. Convenient. Flavor. **VUSE VIBE™**

- High performance, convenient pre-filled tanks.
- No mess, no fuss: just high-quality vaping on-the-go.
- Available in a variety of signature VUSE VIBE™ flavors.



- ALL YOU NEED:**
- Rechargeable power unit
 - VUSE VIBE™ pre-filled tank
 - Connect and enjoy

VUSE contains nicotine extracted from the tobacco plant. Nicotine is addictive and no tobacco product has been shown to be safe.

VIBRANT FLAVORS

VUSE VIBE™ cartridges are available in 4 vibrant flavors.



ORIGINAL The VUSE signature tobacco taste. **NECTAR** Soft blend of silky summer fruit flavors. **MELON** A cool refreshing melon flavor. **MINT** Cool, fresh, menthol flavor with a tobacco undertone.

Phase 2

Multi Date DTS Launch

4/24, 5/22, 6/19, 7/17

2nd Quarter 2017 Hot Topics

Allison Wholesale



Promotions

Portfolio Plan – Base & EDLP (select states)

- ✓ CAMEL Crush April 3
- ✓ NEWPORT Men Box & Box 1005 April 3
- ✓ CAMEL 995 April 10
- ✓ CAMEL Blue & Filter April 17
- ✓ CAMEL Menthol & Menthol Silver April 24
- ✓ CAMEL Crush
- May 1
- ✓ CAMEL Turkish Blends (select styles) May 1
- ✓ NEWPORT Men Box & Box 1005 May 1
- ✓ CAMEL 995 May 8
- ✓ CAMEL Blue & Filter May 15
- ✓ CAMEL Menthol & Menthol Silver May 22
- ✓ CAMEL Crush
- May 29
- ✓ NEWPORT Men Box & Box 1005 May 29
- ✓ CAMEL 995 June 5
- ✓ CAMEL Blue & Filter June 12
- ✓ CAMEL Menthol & Menthol Silver June 26

Portfolio Plan – EDLP only (select states)

- ✓ PALL MALL (select styles) April 3
- ✓ PALL MALL (select styles) May 8
- ✓ PALL MALL (select styles) June 5



NEW 2017 Retail Contracts

Contact your RAI TMS rep for more information

Camel Turkish Jade

DTS- 4/17/17
Ask your RAI TMS rep for more information



VISIT BRAND WEBSITES FOR VALUABLE BRAND INFORMATION & COUPONS

- www.Newport-pleasure.com
- www.camel.com
- www.pallmallusa.com
- www.mygrizzly.com
- www.vusevapor.com
- www.nascigs.com

THROW BUTTS AWAY THE RIGHT WAY

Clear cigarette butts in all 8 takes to contribute one box of water. And most butts are not biodegradable.

This Earth Day, help us keep cigarettes out of our ecosystems. Recycle the cigarette butts you "throw" by entering online code **EARTH08** at AmericanSpirit.com

Program begins on Earth Day - April 22, 2017

NATURAL AMERICAN SPIRIT

SMOKING GENERAL WARNING: Quitting Now Greatly Serious Risks to Your Health. Cigarettes Cause Lung Cancer, Emphysema, and Complications in Pregnancy. Smoke Contains Carbon Monoxide.

Earth Week at Retail Celebration of Earth Day

“PALL MALL Big Tiny House Giveaway”



Contact your RAI TMS rep for more information

Menthol Plan – Base & EDLP (select states)

- ✓ NEWPORT Men Box & Box 1005 April 3
- ✓ NEWPORT Men Box & Box 1005 May 1
- ✓ NEWPORT Men Box & Box 1005 May 29

Menthol Plan – EDLP only (select states)

- ✓ PALL MALL 1005 (select styles) June 5



Grizzly VAP (select states)

- ✓ LC Dark Wintergreen April 10
- ✓ LC Wintergreen April 17
- ✓ LC Dark Mint April 17
- ✓ Wintergreen Pouch May 8
- ✓ Dark Wintergreen Pouch May 15
- ✓ LC Dark Wintergreen June 12
- ✓ LC Wintergreen June 26
- ✓ LC Dark Mint June 26

