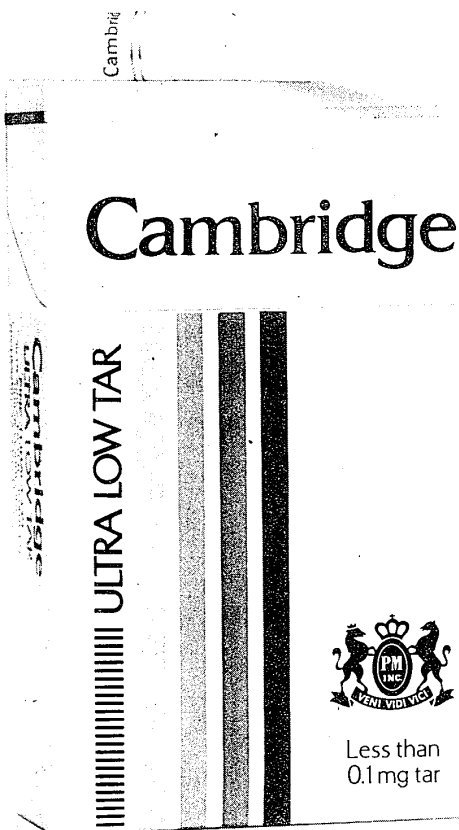


Introducing Cambridge Box:

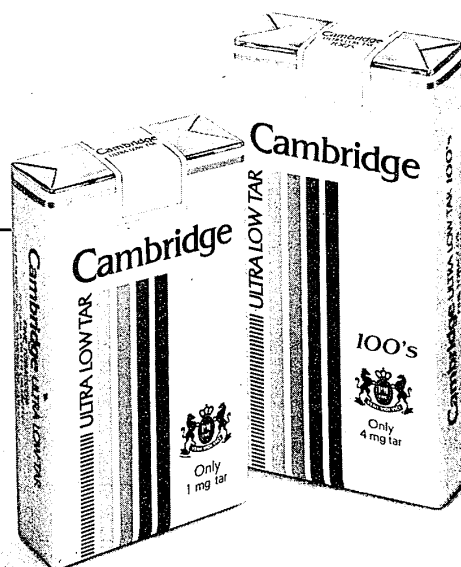
No cigarette is lower in tar or nicotine.



Cambridge
Box: Less than 0.1 mg tar.

Cambridge Soft Pack: For easy-drawing smoking satisfaction in an ultra low tar cigarette. Only 1 mg tar.

Cambridge 100's: For satisfying tobacco taste in a longer length, ultra low tar cigarette. Only 4 mg tar.



Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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Box: Less than 0.1 mg "tar," 0.01 mg nicotine—Soft Pack: 1 mg "tar," 0.1 mg nicotine—100's: 4 mg "tar," 0.4 mg nicotine av. per cigarette by FTC Method.