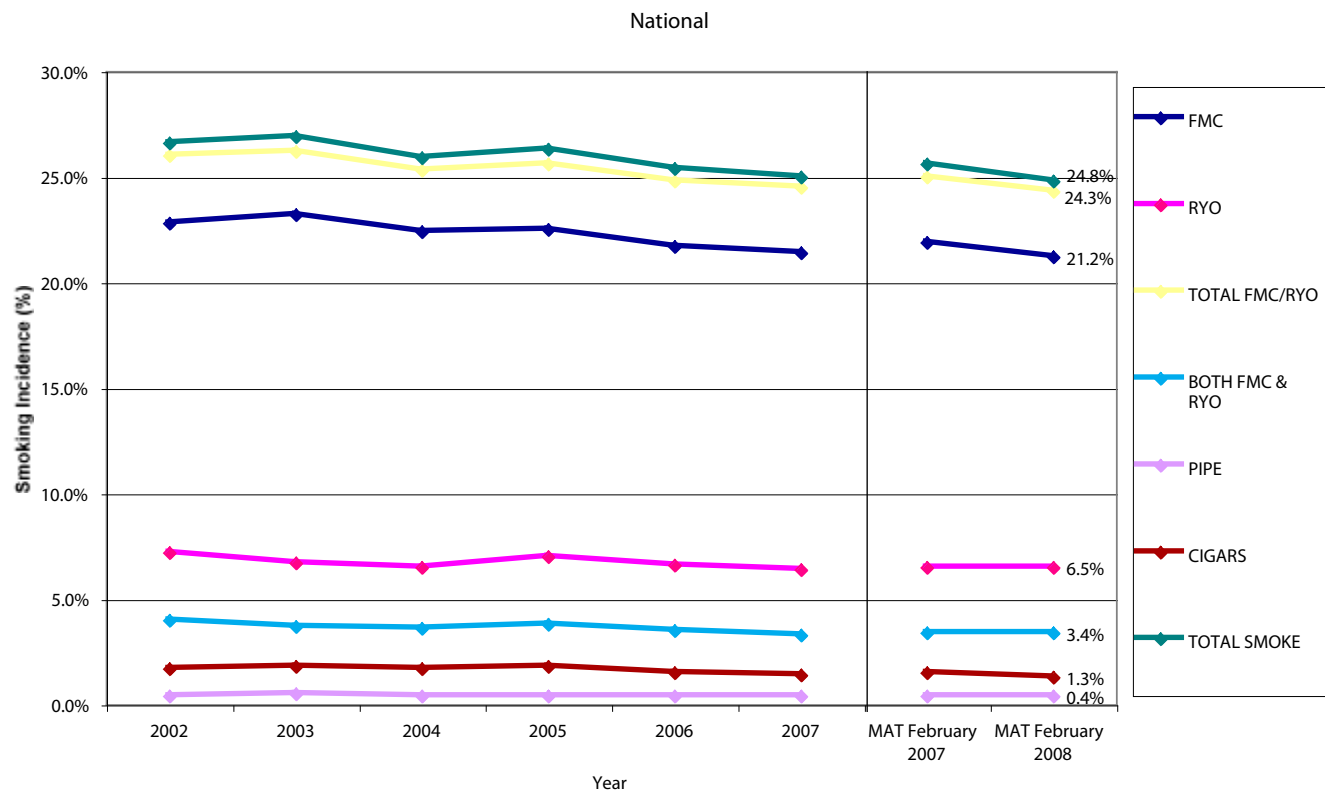


NATIONAL

ROY MORGAN SMOKING MONITOR: January 2002 - February 2008

	2002	2003	2004	2005	2006	2007	MAT February 2007	MAT February 2008
FMC	22.80%	23.20%	22.40%	22.50%	21.70%	21.40%	21.90%	21.20%
RYO	7.20%	6.70%	6.50%	7.00%	6.60%	6.40%	6.50%	6.50%
TOTAL FMC/RYO	26.00%	26.20%	25.30%	25.60%	24.80%	24.50%	25.00%	24.30%
BOTH FMC & RYO	4.00%	3.70%	3.60%	3.80%	3.50%	3.30%	3.40%	3.40%
PIPE	0.40%	0.50%	0.40%	0.40%	0.40%	0.40%	0.40%	0.40%
CIGARS	1.70%	1.80%	1.70%	1.80%	1.50%	1.40%	1.50%	1.30%
TOTAL SMOKE	26.60%	26.90%	25.90%	26.30%	25.40%	25.00%	25.60%	24.80%

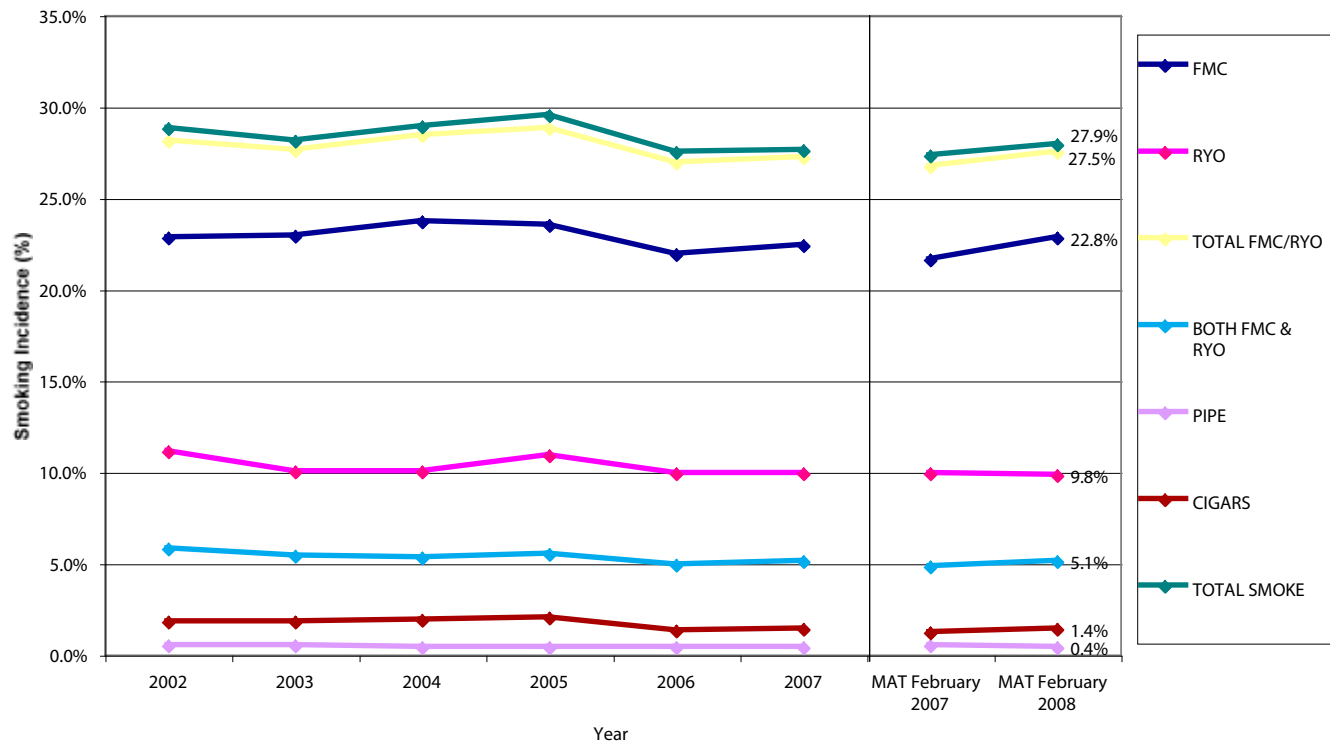


QLD

ROY MORGAN SMOKING MONITOR: January 2002 - February 2008

	2002	2003	2004	2005	2006	2007	MAT February 2007	MAT February 2008
FMC	22.80%	22.90%	23.70%	23.50%	21.90%	22.40%	21.60%	22.80%
RYO	11.10%	10.00%	10.00%	10.90%	9.90%	9.90%	9.90%	9.80%
TOTAL FMC/RYO	28.10%	27.60%	28.40%	28.80%	26.90%	27.20%	26.70%	27.50%
BOTH FMC & RYO	5.80%	5.40%	5.30%	5.50%	4.90%	5.10%	4.80%	5.10%
PIPE	0.50%	0.50%	0.40%	0.40%	0.40%	0.40%	0.50%	0.40%
CIGARS	1.80%	1.80%	1.90%	2.00%	1.30%	1.40%	1.20%	1.40%
TOTAL SMOKE	28.80%	28.10%	28.90%	29.50%	27.50%	27.60%	27.30%	27.90%

Queensland

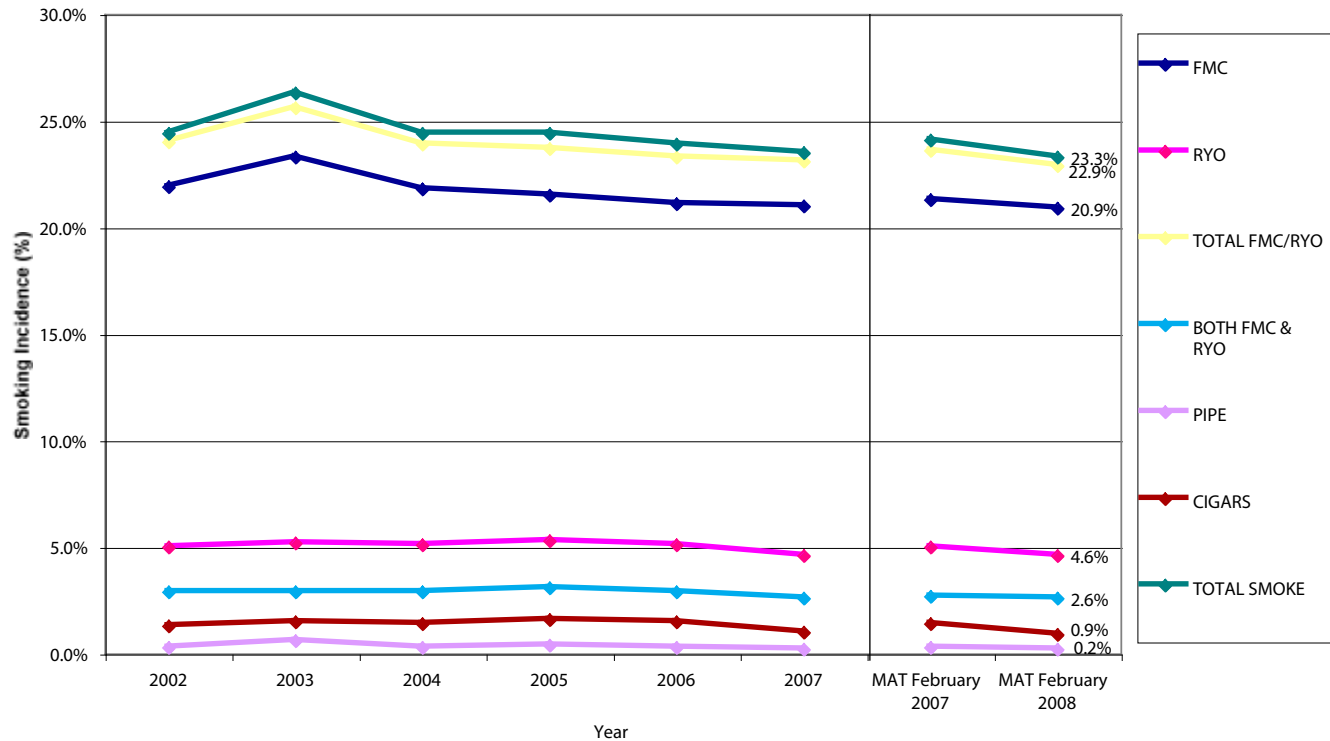


NSW

ROY MORGAN SMOKING MONITOR: January 2002 - February 2008

	2002	2003	2004	2005	2006	2007	MAT February 2007	MAT February 2008
FMC	21.90%	23.30%	21.80%	21.50%	21.10%	21.00%	21.30%	20.90%
RYO	5.00%	5.20%	5.10%	5.30%	5.10%	4.60%	5.00%	4.60%
TOTAL FMC/RYO	24.00%	25.60%	23.90%	23.70%	23.30%	23.10%	23.60%	22.90%
BOTH FMC & RYO	2.90%	2.90%	2.90%	3.10%	2.90%	2.60%	2.70%	2.60%
PIPE	0.30%	0.60%	0.30%	0.40%	0.30%	0.20%	0.30%	0.20%
CIGARS	1.30%	1.50%	1.40%	1.60%	1.50%	1.00%	1.40%	0.90%
TOTAL SMOKE	24.40%	26.30%	24.40%	24.40%	23.90%	23.50%	24.10%	23.30%

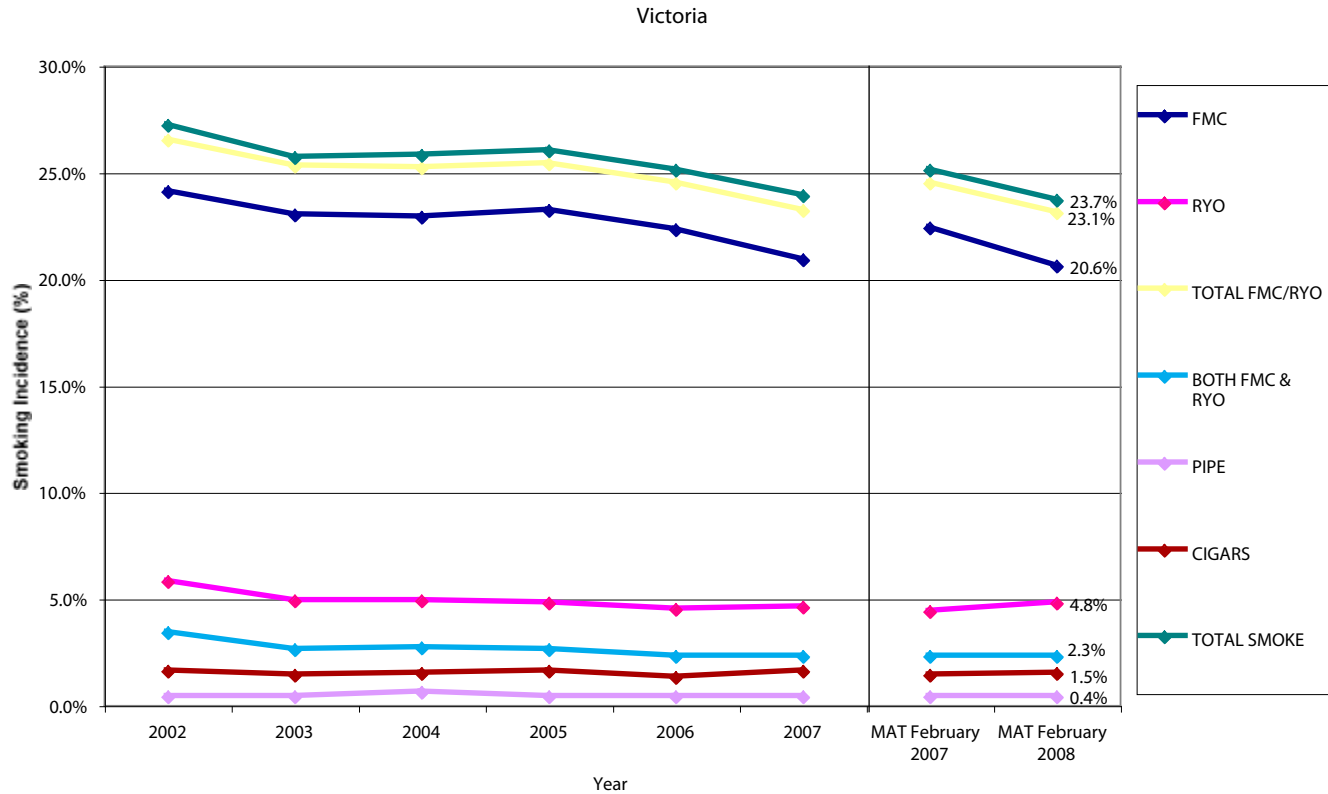
New South Wales



VICTORIA

ROY MORGAN SMOKING MONITOR: January 2002 - February 2008

	2002	2003	2004	2005	2006	2007	MAT February 2007	MAT February 2008
FMC	24.10%	23.00%	22.90%	23.20%	22.30%	20.90%	22.40%	20.60%
RYO	5.80%	4.90%	4.90%	4.80%	4.50%	4.60%	4.40%	4.80%
TOTAL FMC/RYO	26.50%	25.30%	25.20%	25.40%	24.50%	23.20%	24.50%	23.10%
BOTH FMC & RYO	3.40%	2.60%	2.70%	2.60%	2.30%	2.30%	2.30%	2.30%
PIPE	0.40%	0.40%	0.60%	0.40%	0.40%	0.40%	0.40%	0.40%
CIGARS	1.60%	1.40%	1.50%	1.60%	1.30%	1.60%	1.40%	1.50%
TOTAL SMOKE	27.20%	25.70%	25.80%	26.00%	25.10%	23.90%	25.10%	23.70%

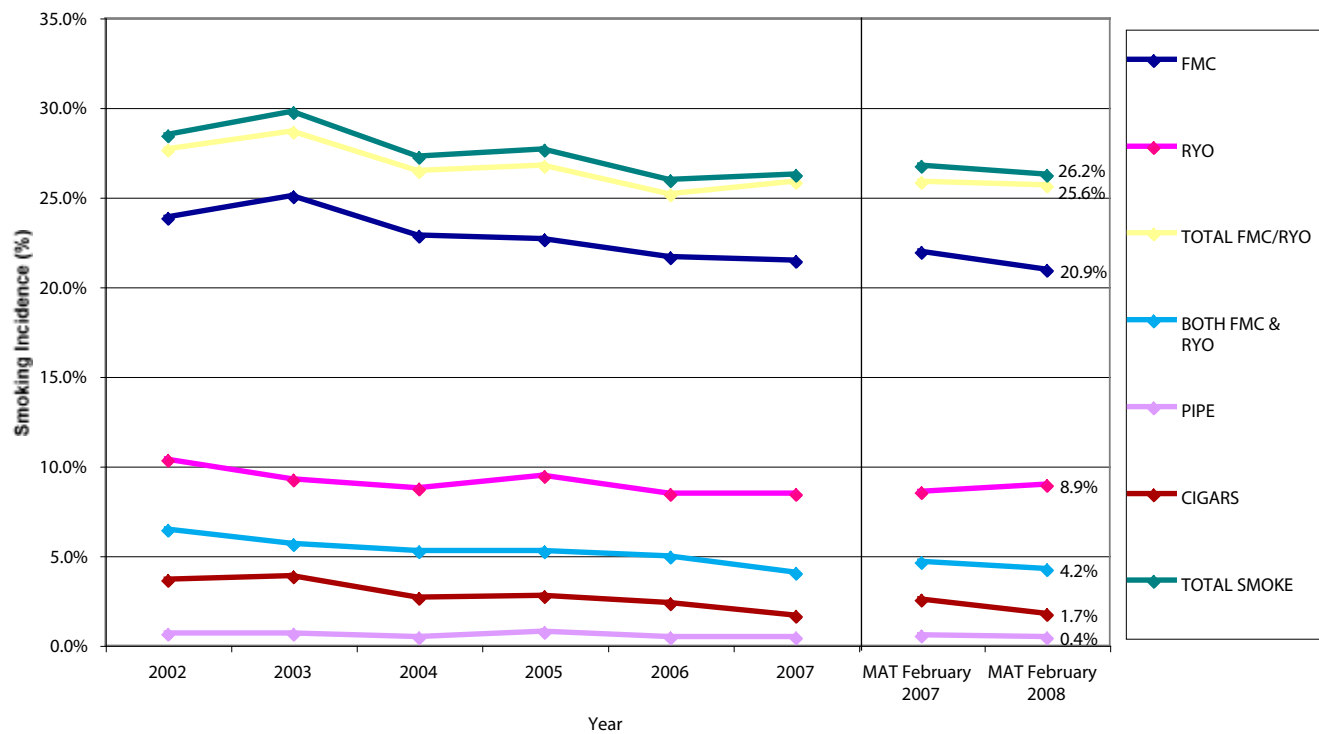


SANT

ROY MORGAN SMOKING MONITOR: January 2002 - February 2008

	2002	2003	2004	2005	2006	2007	MAT February 2007	MAT February 2008
FMC	23.80%	25.00%	22.80%	22.60%	21.60%	21.40%	21.90%	20.90%
RYO	10.30%	9.20%	8.70%	9.40%	8.40%	8.40%	8.50%	8.90%
TOTAL FMC/RYO	27.60%	28.60%	26.40%	26.70%	25.10%	25.80%	25.80%	25.60%
BOTH FMC & RYO	6.40%	5.60%	5.20%	5.20%	4.90%	4.00%	4.60%	4.20%
PIPE	0.60%	0.60%	0.40%	0.70%	0.40%	0.40%	0.50%	0.40%
CIGARS	3.60%	3.80%	2.60%	2.70%	2.30%	1.60%	2.50%	1.70%
TOTAL SMOKE	28.40%	29.70%	27.20%	27.60%	25.90%	26.20%	26.70%	26.20%

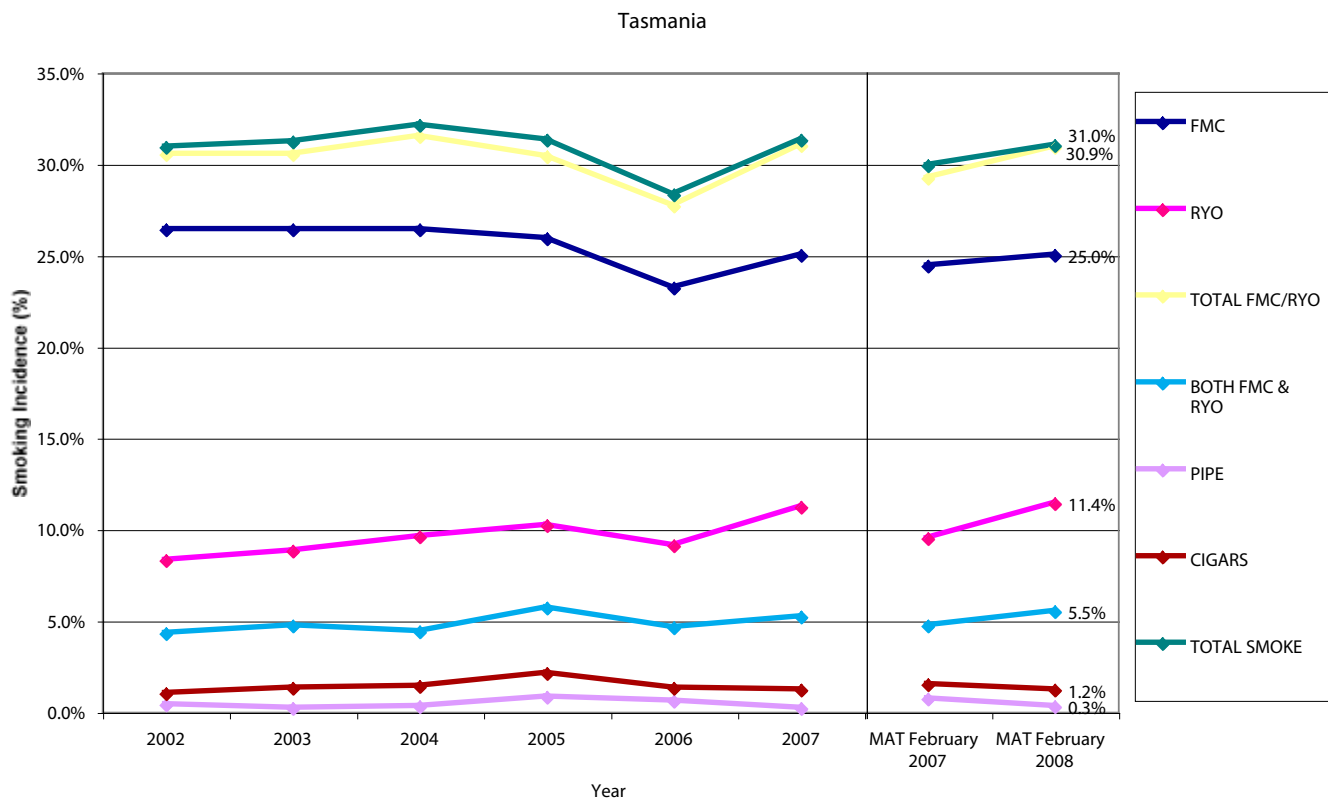
South Australia Northern Territory



TAS

ROY MORGAN SMOKING MONITOR: January 2002 - February 2008

	2002	2003	2004	2005	2006	2007	MAT February 2007	MAT February 2008
FMC	26.40%	26.40%	26.40%	25.90%	23.20%	25.00%	24.40%	25.00%
RYO	8.30%	8.80%	9.60%	10.20%	9.10%	11.20%	9.50%	11.40%
TOTAL FMC/RYO	30.50%	30.50%	31.50%	30.40%	27.70%	31.00%	29.20%	30.90%
BOTH FMC & RYO	4.30%	4.70%	4.40%	5.70%	4.60%	5.20%	4.70%	5.50%
PIPE	0.40%	0.20%	0.30%	0.80%	0.60%	0.20%	0.70%	0.30%
CIGARS	1.00%	1.30%	1.40%	2.10%	1.30%	1.20%	1.50%	1.20%
TOTAL SMOKE	30.90%	31.20%	32.10%	31.30%	28.30%	31.30%	29.90%	31.00%



	2002	2003	2004	2005	2006	2007	MAT February 2007	MAT February 2008
FMC	21.60%	21.60%	19.20%	21.00%	22.00%	20.90%	22.90%	20.10%
RYO	7.90%	8.10%	6.50%	7.80%	8.50%	7.40%	8.20%	7.60%
TOTAL FMC/RYO	25.50%	25.60%	22.60%	24.50%	25.80%	24.50%	26.40%	23.60%
BOTH FMC & RYO	4.00%	4.10%	3.00%	4.40%	4.70%	3.80%	4.70%	4.10%
PIPE	0.50%	0.50%	0.30%	0.30%	0.50%	0.90%	0.50%	1.00%
CIGARS	1.80%	2.40%	1.80%	1.80%	1.60%	1.80%	1.70%	1.80%
TOTAL SMOKE	26.20%	26.40%	23.20%	25.10%	26.20%	25.00%	26.80%	24.10%

Western Australia

