

NEW JERSEY DIVISION OF TAXATION MINIMUM LEGAL PRICES ON CIGARETTES AS OF JANUARY 23, 2012

BY VIRTUE OF THE AUTHORITY GRANTED BY c247, LAWS OF 1952, IT IS HEREBY DECLARED, SUBJECT TO SUBSEQUENT CHANGE, THAT THE MINIMUM PRICES AT WHICH CIGARETTES MAY BE SOLD IN NEW JERSEY IS SET FORTH ON THIS PAGE AND ON THE NEXT TWO PAGES.

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Brand Family	Company	NUMBER OF	NUMBER OF	NUMBER OF	MFG PRICE	WHOLESALE	WHOLESALE	RETAIL	RETAIL
		CIGARETTES	PACKS	CIGARETTES	PER 1,000	PICK UP	DELIVERED	CARTON	PACK
		PER PACK	PER CARTON	PER CARTON	CIGARETTES	CARTON PRICE	CARTON PRICE	PRICE	PRICE
Malibu (All Styles)	Commonwealth Brands, Inc.	20	10	200	\$126.50	\$55.05	\$55.44	\$59.46	\$5.95
Montclair (All Styles)	Commonwealth Brands, Inc.	20	10	200	\$142.50	\$58.42	\$58.83	\$63.10	\$6.31
Riviera (All Styles)	Commonwealth Brands, Inc.	20	10	200	\$130.25	\$55.84	\$56.24	\$60.31	\$6.04
Fortuna	Commonwealth Brands, Inc.	20	10	200	\$109.20	\$51.41	\$51.78	\$55.53	\$5.56
Sonoma	Commonwealth Brands, Inc.	20	10	200	\$126.50	\$55.05	\$55.44	\$59.46	\$5.95
Tuscany	Commonwealth Brands, Inc.	20	10	200	\$138.20	\$57.51	\$57.92	\$62.12	\$6.22
USA Gold	Commonwealth Brands, Inc.	20	10	200	\$141.25	\$58.16	\$58.57	\$62.82	\$6.29
Smoker Friendly (All Styles)	Commonwealth Brands, Inc.	20	10	200	\$100.75	\$49.63	\$49.98	\$53.61	\$5.37
Davidoff Premium and Slims	Commonwealth Brands, Inc.	20	10	200	\$175.65	\$65.40	\$65.86	\$70.64	\$7.07
Davidoff Black and White	Commonwealth Brands, Inc.	20	10	200	\$250.00	\$81.05	\$81.62	\$87.54	\$8.76
Kentucky's Best	Farmers Tobacco Co. of Cynthiana Inc.	20	10	200	\$108.00	\$51.16	\$51.52	\$55.26	\$5.53
Wave	Japan Tobacco International U.S.A., Inc.	20	10	200	\$136.45	\$57.15	\$57.55	\$61.73	\$6.18
Mild Seven	Japan Tobacco International U.S.A., Inc.	20	10	200	\$179.00	\$66.10	\$66.57	\$71.39	\$7.14
Wings	Japan Tobacco International U.S.A., Inc.	20	10	200	\$115.50	\$52.74	\$53.11	\$56.96	\$5.70
Export A	Japan Tobacco International U.S.A., Inc.	20	10	200	\$195.00	\$69.47	\$69.96	\$75.03	\$7.51
Ace	King Maker Marketing, Inc.	20	10	200	\$99.45	\$49.36	\$49.71	\$53.31	\$5.34
Gold Crest	King Maker Marketing, Inc.	20	10	200	\$85.45	\$46.41	\$46.74	\$50.13	\$5.02
Checkers	King Maker Marketing, Inc.	20	10	200	\$102.00	\$49.89	\$50.25	\$53.89	\$5.39
Hi Val	King Maker Marketing, Inc.	20	10	200	\$102.00	\$49.89	\$50.25	\$53.89	\$5.39
Eve (All Styles)	Liggett Group Inc.	20	10	200	\$153.45	\$60.72	\$61.16	\$65.58	\$6.56
Grand Prix (All Styles)	Liggett Group Inc.	20	10	200	\$126.45	\$55.04	\$55.43	\$59.45	\$5.95
Liggett Select (All Styles)	Liggett Group Inc.	20	10	200	\$141.20	\$58.15	\$58.56	\$62.81	\$6.29
Pyramid (All Styles)	Liggett Group Inc.	20	10	200	\$108.75	\$51.31	\$51.68	\$55.42	\$5.55
USA	Liggett Group Inc. (Vector Tobacco)	20	10	200	\$101.10	\$49.70	\$50.06	\$53.68	\$5.37
Eagle 20's	Liggett Group Inc. (Vector Tobacco)	20	10	200	\$99.40	\$49.35	\$49.70	\$53.30	\$5.33
Silver Eagle	Liggett Group Inc. (Vector Tobacco)	20	10	200	\$99.40	\$49.35	\$49.70	\$53.30	\$5.33
Silver Eagle 120'S	Liggett Group Inc. (Vector Tobacco)	20	10	200	\$99.40	\$49.35	\$49.70	\$53.30	\$5.33
Rave	Lignum-2, Inc.	20	10	200	\$104.50	\$50.42	\$50.78	\$54.46	\$5.45
Maverick	Lorillard Tobacco Company	20	10	200	\$122.95	\$54.30	\$54.69	\$58.65	\$5.87
Max	Lorillard Tobacco Company	20	10	200	\$205.70	\$71.72	\$72.23	\$77.46	\$7.75
Newport	Lorillard Tobacco Company	20	10	200	\$209.20	\$72.46	\$72.98	\$78.26	\$7.83
Newport Non-Menthol	Lorillard Tobacco Company	20	10	200	\$209.20	\$72.46	\$72.98	\$78.26	\$7.83
Old Gold	Lorillard Tobacco Company	20	10	200	\$161.70	\$62.46	\$62.91	\$67.46	\$6.75
Kent	Lorillard Tobacco Company	20	10	200	\$215.70	\$73.83	\$74.35	\$79.74	\$7.98
True	Lorillard Tobacco Company	20	10	200	\$215.70	\$73.83	\$74.35	\$79.74	\$7.98
Newport Full Flavor 25's 100 Soft & King Size Box	Lorillard Tobacco Company	25	8	200	\$209.20	\$72.46	\$72.98	\$78.26	\$9.79

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		CIGARETTES	PACKS	CIGARETTES	PER 1,000	PICK UP	DELIVERED	CARTON	PACK
		PER PACK	PER CARTON	PER CARTON	CIGARETTES	CARTON PRICE	CARTON PRICE	PRICE	PRICE
Black & Gold	Nat Sherman	20	5	100	\$268.50	\$42.47	\$42.78	\$45.87	\$9.18
Fantasia	Nat Sherman	20	5	100	\$268.50	\$42.47	\$42.78	\$45.87	\$9.18
Classic (All Styles)	Nat Sherman	20	5	100	\$262.50	\$41.84	\$42.14	\$45.19	\$9.04
Cigarettellos	Nat Sherman	20	5	100	\$262.50	\$41.84	\$42.14	\$45.19	\$9.04
Hint of Menthol	Nat Sherman	20	5	100	\$262.50	\$41.84	\$42.14	\$45.19	\$9.04
Havana Ovals	Nat Sherman	20	5	100	\$262.50	\$41.84	\$42.14	\$45.19	\$9.04
MCD (All Styles)	Nat Sherman	20	5	100	\$262.50	\$41.84	\$42.14	\$45.19	\$9.04
Naturals Originals (All Styles)	Nat Sherman	20	5	100	\$262.50	\$41.84	\$42.14	\$45.19	\$9.04
Naturals King (All Styles)	Nat Sherman	20	10	200	\$190.00	\$68.42	\$68.90	\$73.90	\$7.39
New York Cut (All Styles)	Nat Sherman	20	10	200	\$147.50	\$59.47	\$59.89	\$64.23	\$6.43
Djarum	P.T.Djarum	20	10	200	\$228.45	\$76.51	\$77.06	\$82.64	\$8.27
DJ Original	P.T.Djarum	20	10	200	\$179.95	\$66.30	\$66.77	\$71.61	\$7.17
Alpine	Phillip Morris USA, Inc.	20	10	200	\$208.65	\$72.34	\$72.86	\$78.13	\$7.82
Basic	Phillip Morris USA, Inc.	20	10	200	\$182.70	\$66.88	\$67.36	\$72.24	\$7.23
Benson & Hedges	Phillip Morris USA, Inc.	20	10	200	\$238.50	\$78.63	\$79.19	\$84.93	\$8.50
Benson & Hedges Princess Pack	Phillip Morris USA, Inc.	20	10	200	\$270.25	\$85.31	\$85.92	\$92.14	\$9.22
Bristol	Phillip Morris USA, Inc.	20	10	200	\$208.65	\$72.34	\$72.86	\$78.13	\$7.82
Cambridge	Phillip Morris USA, Inc.	20	10	200	\$215.65	\$73.82	\$74.34	\$79.73	\$7.98
Canadian Style Player's	Phillip Morris USA, Inc.	20	10	200	\$239.15	\$78.76	\$79.32	\$85.07	\$8.51
Chesterfield	Phillip Morris USA, Inc.	20	10	200	\$238.50	\$78.63	\$79.19	\$84.93	\$8.50
Commander	Phillip Morris USA, Inc.	20	10	200	\$238.50	\$78.63	\$79.19	\$84.93	\$8.50
Dave's	Phillip Morris USA, Inc.	20	10	200	\$215.65	\$73.82	\$74.34	\$79.73	\$7.98
English Ovals	Phillip Morris USA, Inc.	20	10	200	\$270.25	\$85.31	\$85.92	\$92.14	\$9.22
Lark	Phillip Morris USA, Inc.	20	10	200	\$238.50	\$78.63	\$79.19	\$84.93	\$8.50
L&M	Phillip Morris USA, Inc.	20	10	200	\$182.70	\$66.88	\$67.36	\$72.24	\$7.23
Marlboro	Phillip Morris USA, Inc.	20	10	200	\$196.20	\$69.72	\$70.22	\$75.30	\$7.53
Marlboro	Phillip Morris USA, Inc.	25	8	200	\$196.20	\$69.72	\$70.22	\$75.30	\$9.42
Marlboro Craft Blends	Phillip Morris USA, Inc.	20	10	200	\$199.70	\$70.46	\$70.96	\$76.10	\$7.61
Merit	Phillip Morris USA, Inc.	20	10	200	\$238.50	\$78.63	\$79.19	\$84.93	\$8.50
Parliament	Phillip Morris USA, Inc.	20	10	200	\$199.70	\$70.46	\$70.96	\$76.10	\$7.61
Player's	Phillip Morris USA, Inc.	20	10	200	\$238.50	\$78.63	\$79.19	\$84.93	\$8.50
Player's Navy Cut Princess Pack	Phillip Morris USA, Inc.	20	10	200	\$263.25	\$83.84	\$84.43	\$90.55	\$9.06
Saratoga	Phillip Morris USA, Inc.	20	10	200	\$238.50	\$78.63	\$79.19	\$84.93	\$8.50
Virginia Slims (Includes Superslims)	Phillip Morris USA, Inc.	20	10	200	\$204.20	\$71.41	\$71.92	\$77.13	\$7.72
Shield (All Styles)	Premier Manufacturing	20	10	200	\$102.75	\$50.05	\$50.41	\$54.06	\$5.41
Wildhorse (All Styles)	Premier Manufacturing	20	10	200	\$102.75	\$50.05	\$50.41	\$54.06	\$5.41

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		PER PACK	PER CARTON	PER CARTON	CIGARETTES	CARTON PRICE	CARTON PRICE	PRICE	PRICE
Carlton, Eclipse, Camel Non-Filter	R.J. Reynolds Tobacco Company	20	10	200	\$251.00	\$81.26	\$81.84	\$87.77	\$8.78
Lucky Strike, More 100, More 120	R.J. Reynolds Tobacco Company	20	10	200	\$251.00	\$81.26	\$81.84	\$87.77	\$8.78
Now, Pall Mall (Full Price), Tareyton	R.J. Reynolds Tobacco Company	20	10	200	\$251.00	\$81.26	\$81.84	\$87.77	\$8.78
Capri	R.J. Reynolds Tobacco Company	20	10	200	\$251.00	\$81.26	\$81.84	\$87.77	\$8.78
Salem	R.J. Reynolds Tobacco Company	20	10	200	\$185.70	\$67.51	\$67.99	\$72.92	\$7.30
Red Kamel	R.J. Reynolds Tobacco Company	20	10	200	\$185.70	\$67.51	\$67.99	\$72.92	\$7.30
GPC	R.J. Reynolds Tobacco Company	20	10	200	\$182.70	\$66.88	\$67.36	\$72.24	\$7.23
Misty	R.J. Reynolds Tobacco Company	20	10	200	\$153.20	\$60.67	\$61.10	\$65.53	\$6.56
Monarch, Gold Coast	R.J. Reynolds Tobacco Company	20	10	200	\$153.20	\$60.67	\$61.10	\$65.53	\$6.56
All Forsyth Tobacco	R.J. Reynolds Tobacco Company	20	10	200	\$153.20	\$60.67	\$61.10	\$65.53	\$6.56
Kool	R.J. Reynolds Tobacco Company	20	10	200	\$185.70	\$67.51	\$67.99	\$72.92	\$7.30
Winston	R.J. Reynolds Tobacco Company	20	10	200	\$185.70	\$67.51	\$67.99	\$72.92	\$7.30
Doral	R.J. Reynolds Tobacco Company	20	10	200	\$165.70	\$63.30	\$63.75	\$68.37	\$6.84
Vantage	R.J. Reynolds Tobacco Company	20	10	200	\$251.00	\$81.26	\$81.84	\$87.77	\$8.78
Pall Mall (Savings)	R.J. Reynolds Tobacco Company	20	10	200	\$165.70	\$63.30	\$63.75	\$68.37	\$6.84
Camel (filter)	R.J. Reynolds Tobacco Company	20	10	200	\$185.70	\$67.51	\$67.99	\$72.92	\$7.30
Dunhill Fine Cut	R.J. Reynolds Tobacco Company	20	10	200	\$238.50	\$78.63	\$79.19	\$84.93	\$8.50
Dunhill International	R.J. Reynolds Tobacco Company	20	10	200	\$238.50	\$78.63	\$79.19	\$84.93	\$8.50
State Express 555 King Size	R.J. Reynolds Tobacco Company	20	10	200	\$238.50	\$78.63	\$79.19	\$84.93	\$8.50
State Express 555 International	R.J. Reynolds Tobacco Company	20	10	200	\$238.50	\$78.63	\$79.19	\$84.93	\$8.50
Natural American Spirit Additive Free	Sante Fe Natural Tobacco Company, Inc.	20	10	200	\$204.70	\$71.51	\$72.02	\$77.24	\$7.73
Natural American Spirit Organic	Sante Fe Natural Tobacco Company, Inc.	20	10	200	\$204.70	\$71.51	\$72.02	\$77.24	\$7.73
Palermo (All Styles)	Tabacos USA, Inc. (Tabesa)	20	10	200	\$96.10	\$48.65	\$49.00	\$52.55	\$5.26
Treasurer Luxury White	The Chancellor Tobacco Company (UK) Ltd.	20	10	200	\$275.00	\$86.31	\$86.92	\$93.22	\$9.33

THESE PRICES ARE BASED UPON INFORMATION AVAILABLE AS OF THE DATE OF ISSUANCE AND ARE SUBJECT TO CHANGE AS FURTHER INFORMATION IS RECEIVED FROM THE MANUFACTURERS.

PLEASE CALL THE NEW JERSEY DIVISION OF TAXATION AT 609-633-0546 TO VERIFY MINIMUM PRICES FOR ANY CIGARETTE BRAND THAT IS NOT LISTED ANYWHERE ON THIS CIGARETTE MINIMUM PRICE LIST. THE CIGARETTE BRANDS SHOWN ABOVE ARE LEGALLY ALLOWED TO BE SOLD IN NEW JERSEY.

IT IS UNLAWFUL FOR ANY PERSON TO STAMP, SELL, OFFER OR POSSESS FOR SALE A PACKAGE OR CONTAINER OF CIGARETTES OF A TOBACCO MANUFACTURER OR A BRAND FAMILY NOT PUBLISHED IN THE AG'S TOBACCO MANUFACTURER DIRECTORY. THE ATTORNEY GENERAL'S TOBACCO MANUFACTURER DIRECTORY IS LOCATED AT:

http://www.state.nj.us/lps/oag/oag_tobacco.html

January 23, 2012

Michael Bryan, Acting Director
Division of Taxation