

Camel Summer 2004

Ad for Camel's special summer edition flavored cigarettes. Camel's Pleasure to Burn. The official blends of summer - for a limited time only". Ad features a woman in a grass skirt and tropical bikini top, with a flower in her hair, a coconut drink in her hand, and a cigarette in the other hand. She is lying beneath an umbrella on top of the two summer blend cigarette packs: Kauai Kolada and Twista Lime. The packs are brightly colored. Kauai Kolada is described as having "Hawaiian hints of pineapple and coconut" and Twista Lime is described as a "citrus tiki taste sensation".

Upon release of this ad in the summer of 2004, the ad received opposition from members of Hawaiian organizations, including the governor of Hawaii, the mayor of Kauai, and the director of the Coalition for a Tobacco-Free Hawaii, for abusing the name of Kauai and Hawaiian images, and for trying to target young people.

In an email to the Associated Press, the governor of Hawaii wrote, Using the name of Kauai and Hawaii images to market cigarettes to young people is disgusting. This entire marketing campaign is offensive to the people of our state. The mayor of Hawaii's island of Kauai stated, I am appalled that this company has chosen to use the Kauai name to market a product that kills. The word Kauai is not just the name of our home. It is representative of our culture and our community. A spokeswoman for RJ Reynolds commented: We feel it is an adult product and it is also a legal product...I certainly regret those feelings toward cigarette products, but again, there are an awful lot of people across the country who have found tremendous enjoyment out of our exotic blends. For the complete story see: Camel Lighting Fire Over New Cigarettes/ AP, Wednesday, July 28, 2004

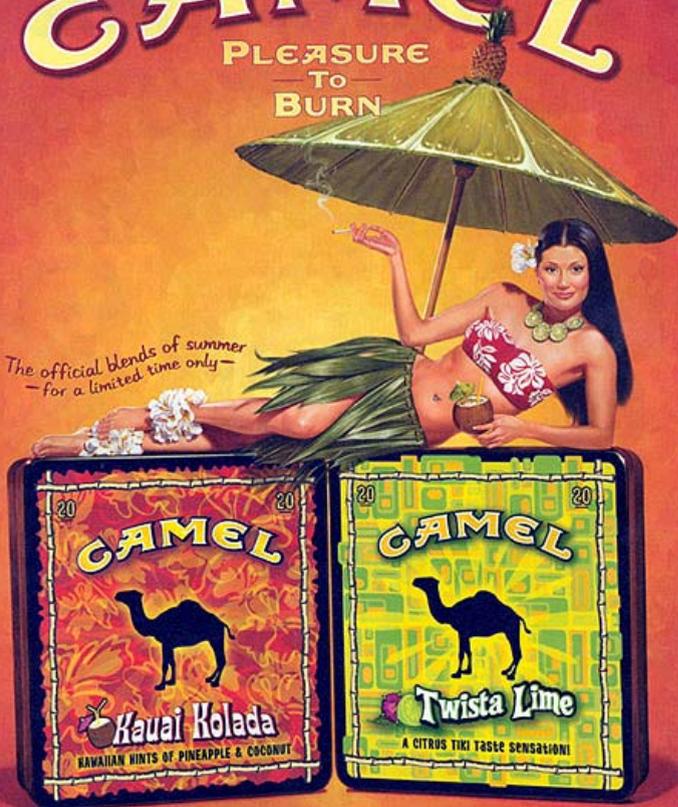
Ad was found in the July 2004 issues of Maxim, Cosmopolitan, FHM, and Rolling Stone and in the August 2004 magazine issues of Car and Driver, Jane, Vogue, GQ, Playboy, Maxim, and Blender.

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CAMEL

PLEASURE
TO
BURN

The official blends of summer
— for a limited time only —



KAUAI KOLADA, TWISTA LIME: 11 mg. "tar", 0.9 mg. nicotine, av. per cigarette by FTC method. For more product information, visit www.rjt.com

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.