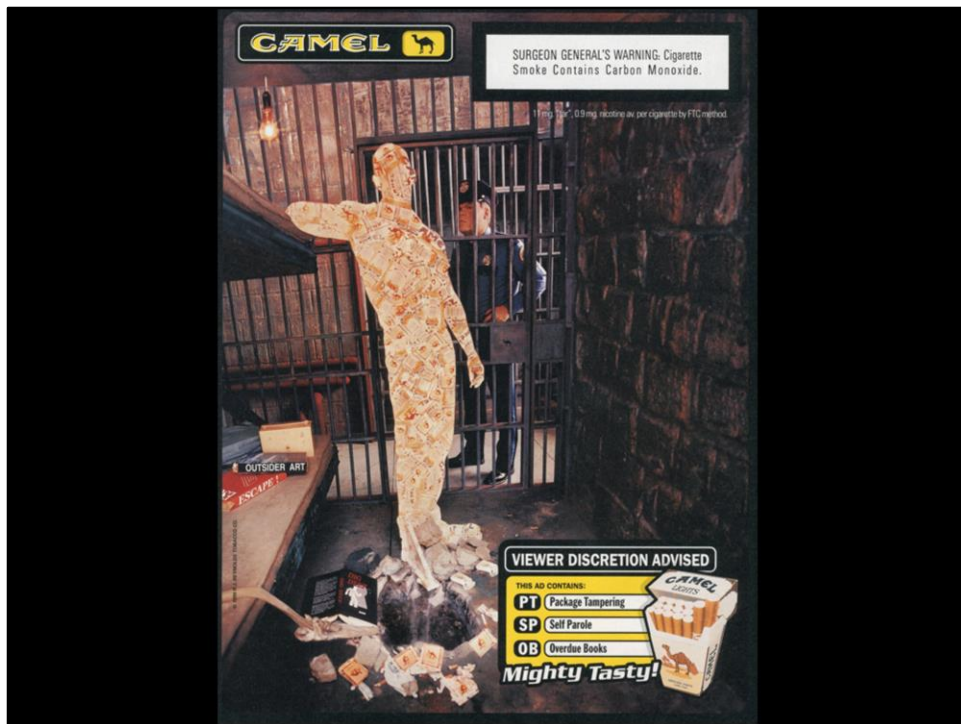
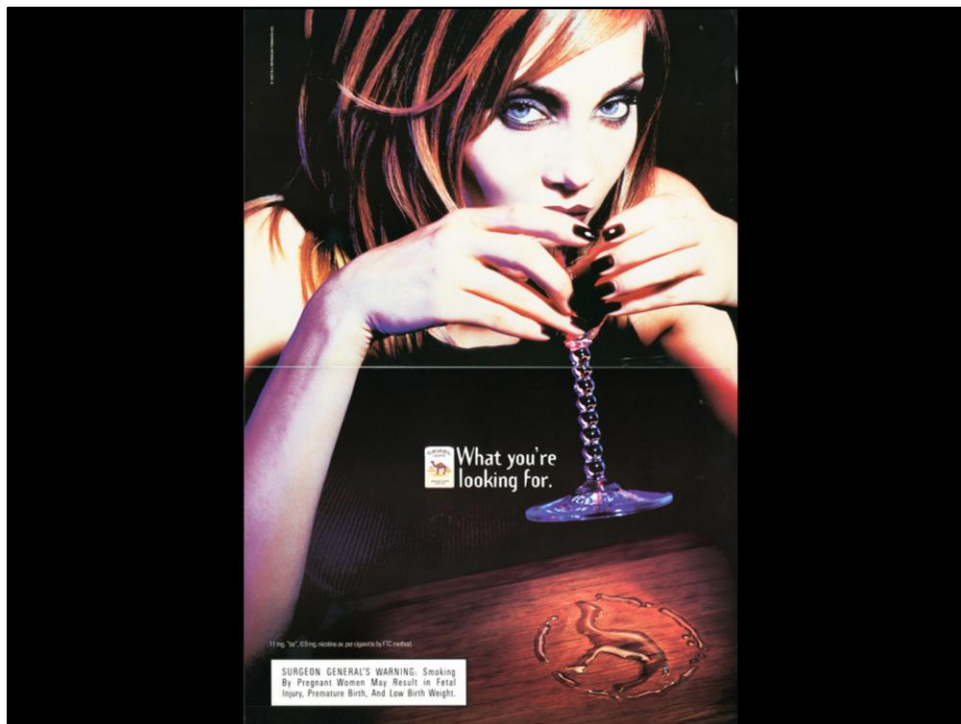
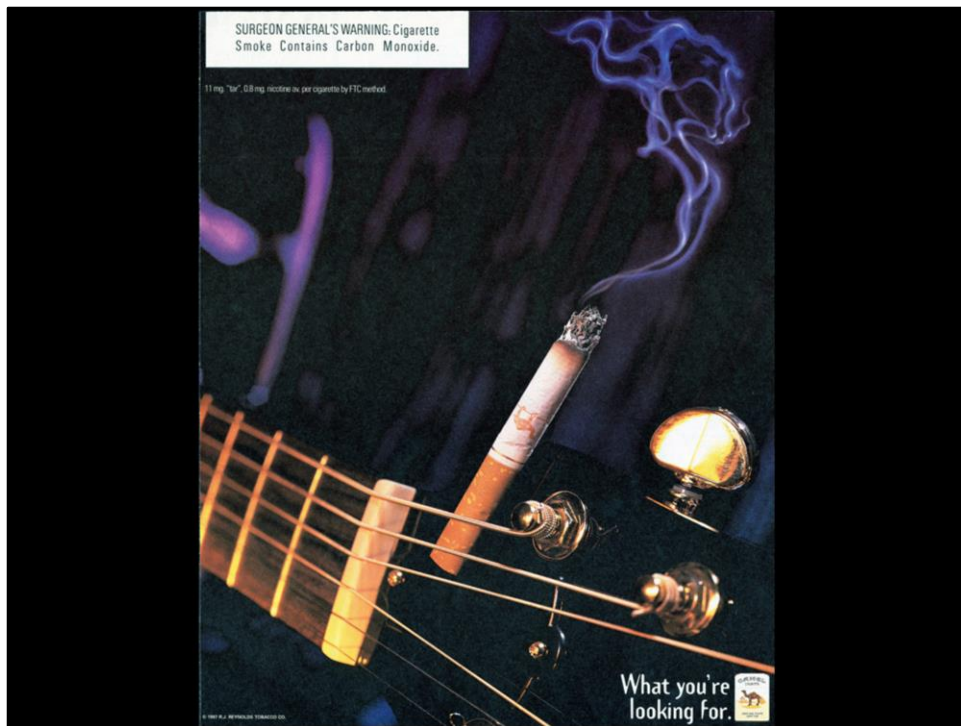


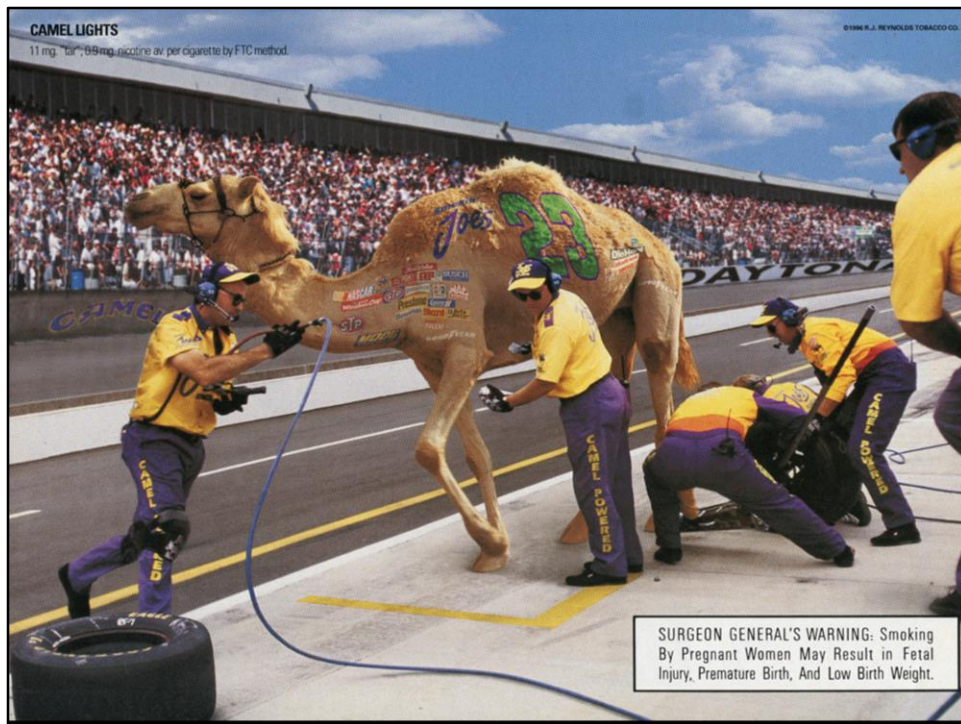












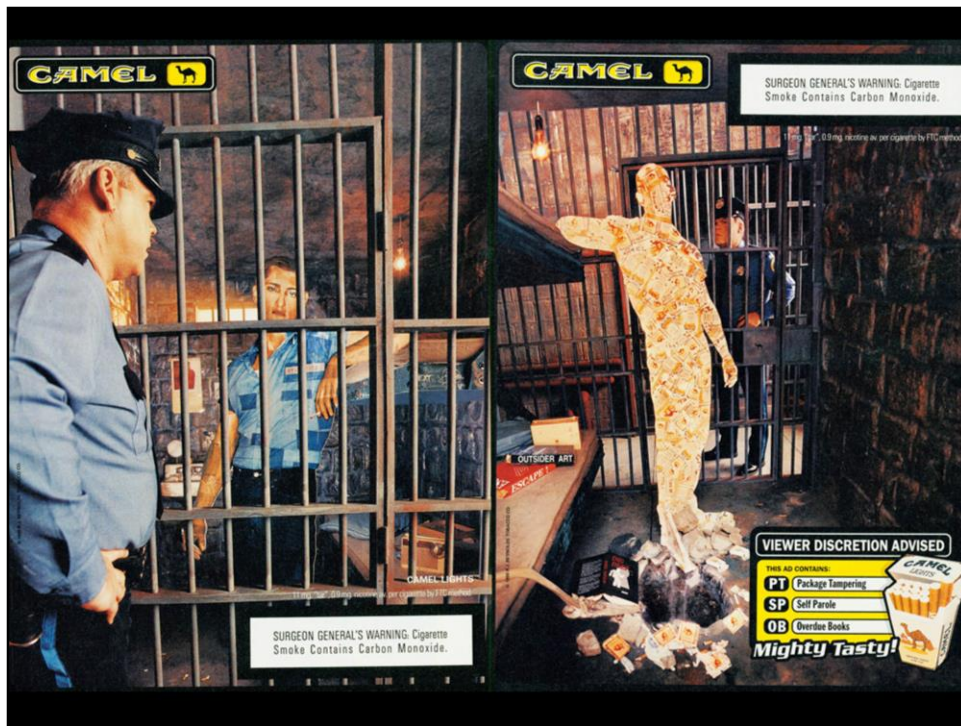














The advertisement is split into two panels. The left panel shows a man in a suit and sunglasses standing by a pool, talking on a cell phone. A woman in a blue swimsuit is also by the pool. In the background, a white boat is on the water. The right panel shows a red sports car (Dodge Viper) floating in a pool. Several people are standing around the pool. The text 'CAMEL MIGHTY TASTY LIFESTYLES' is in the top left. 'CAMEL LIGHTS' is in the top right. A 'You Could Win!' graphic is in the bottom right, listing prizes like a 28 Foot Cigarette Boat, a Dodge Viper, and \$300,000 cash. A Surgeon General's warning is in the bottom left.

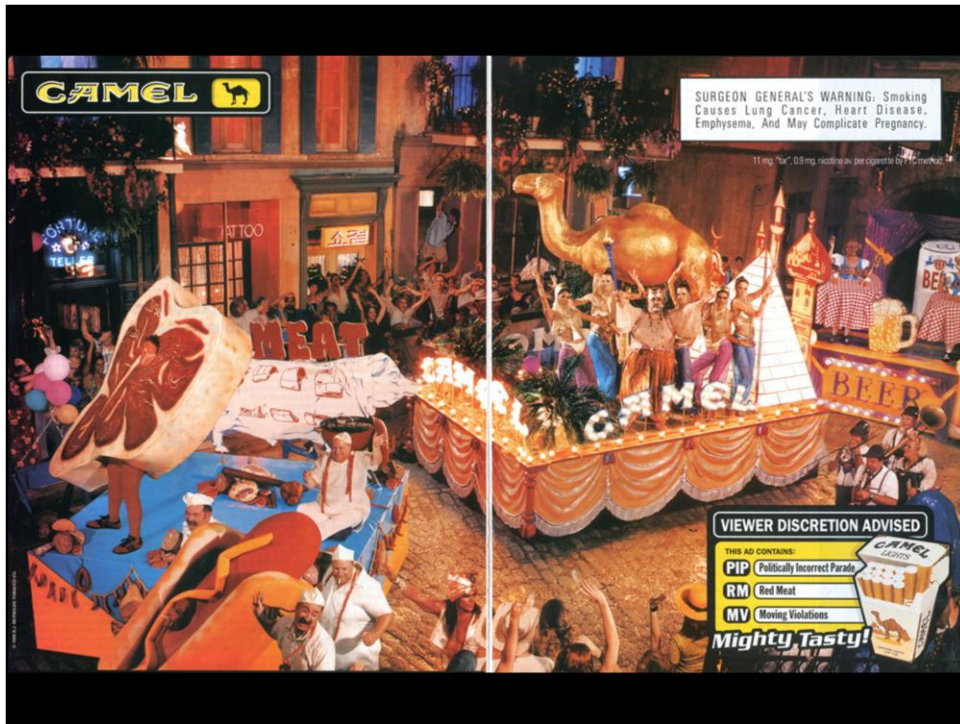
CAMEL
Mighty Tasty
Lifestyles

CAMEL LIGHTS
11 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC method.

YOU COULD WIN!
A 28 Foot Cigarette Boat!!!
A Fully Loaded Dodge Viper!!!
A Year's Supply of Hair Gel!!!
VIP Treatment at a Trendy Nightclub for a Week!!!
Three Months in Malibu!!! AND MORE!
Take The Prize Package Or Take \$300,000 Cash!

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.







CAMEL
presents
7 PLEASURES OF THE CASBAH
70 CITIES
700 PARTIES
700 TRIPS TO LAS VEGAS
(90 WOMEN AND THEIR GUESTS)

FEAST
sensuous foods
ELIXIRS
soul-quenching libations
SPA
the art of rejuvenation
RHYTHMS
mesmerizing, hypnotic music
ILLUSIONS
dazzling magic performances
MASQUERADE
the fashion of intrigue
CARNIVALE
festival of dance, music and spirit

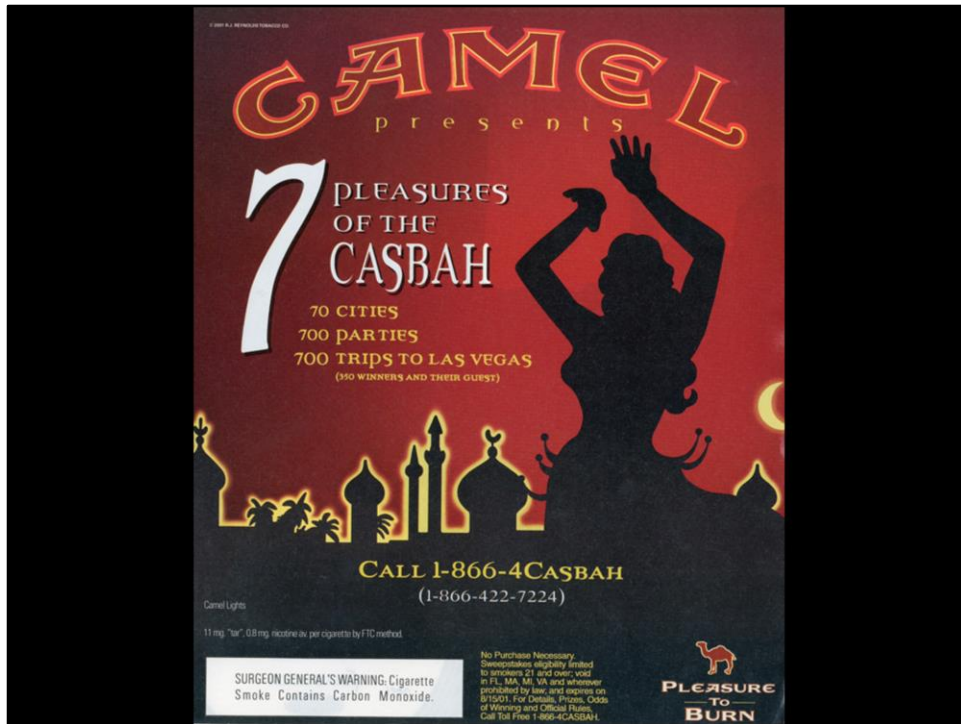
CALL 1-866-4CASBAH
(1-866-422-7224)

Camel Lights
11 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.

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

No Purchase Necessary. Sweepstakes eligibility limited to smokers 21 and over; void in FL, MA, MI, VA and wherever prohibited by law, and expires on 8/15/01. For Details, Prizes, Odds of Winning and Official Rules, Call Toll Free 1-866-4CASBAH.

**PLEASURE
TO
BURN**



A vertical advertisement for Camel cigarettes. The background is a deep red. At the top, the word "CAMEL" is written in large, outlined, serif capital letters. Below it, the word "presents" is in a smaller, lowercase, sans-serif font. To the left, a large white number "7" is followed by the text "PLEASURES OF THE CASBAH" in white, serif capital letters. Below this, in smaller yellow text, are the phrases "70 CITIES", "700 PARTIES", and "700 TRIPS TO LAS VEGAS", followed by "(350 WINNERS AND THEIR GUEST)" in even smaller text. To the right of the text is a black silhouette of a woman in a classic cabaret pose, with one arm raised and her head tilted back. Below her is a silhouette of a city skyline with domes and minarets, reminiscent of Casablanca. At the bottom, the text "CALL 1-866-4CASBAH" is in yellow, with "(1-866-422-7224)" below it. In the bottom left corner, there is a white box containing the text "SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide." In the bottom right corner, there is a small camel logo above the text "PLEASURE TO BURN".

CAMEL
presents

7 PLEASURES
OF THE
CASBAH

70 CITIES
700 PARTIES
700 TRIPS TO LAS VEGAS
(350 WINNERS AND THEIR GUEST)

CALL 1-866-4CASBAH
(1-866-422-7224)

Camel Lights
11 mg "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

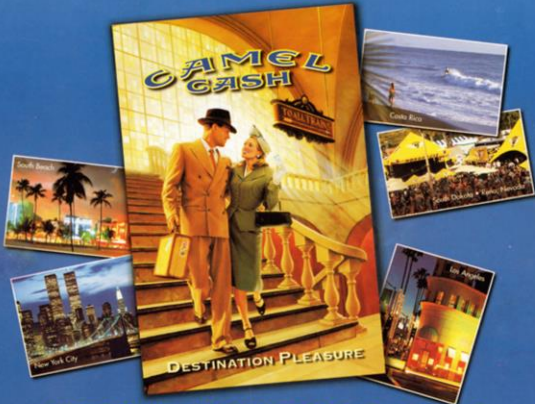
SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

No Purchase Necessary.
Sweepstakes begins 1/1/01 and ends 12/31/01, valid
in FL, MA, MI, VA and wherever
prohibited by law, and expires on
8/15/01. For Details, Prizes, Odds
of Winning and Official Rules,
Call Toll Free 1-866-4CASBAH.

PLEASURE
TO
BURN

THE NEW
CAMEL CASH

YOUR PASSPORT TO PLEASURE



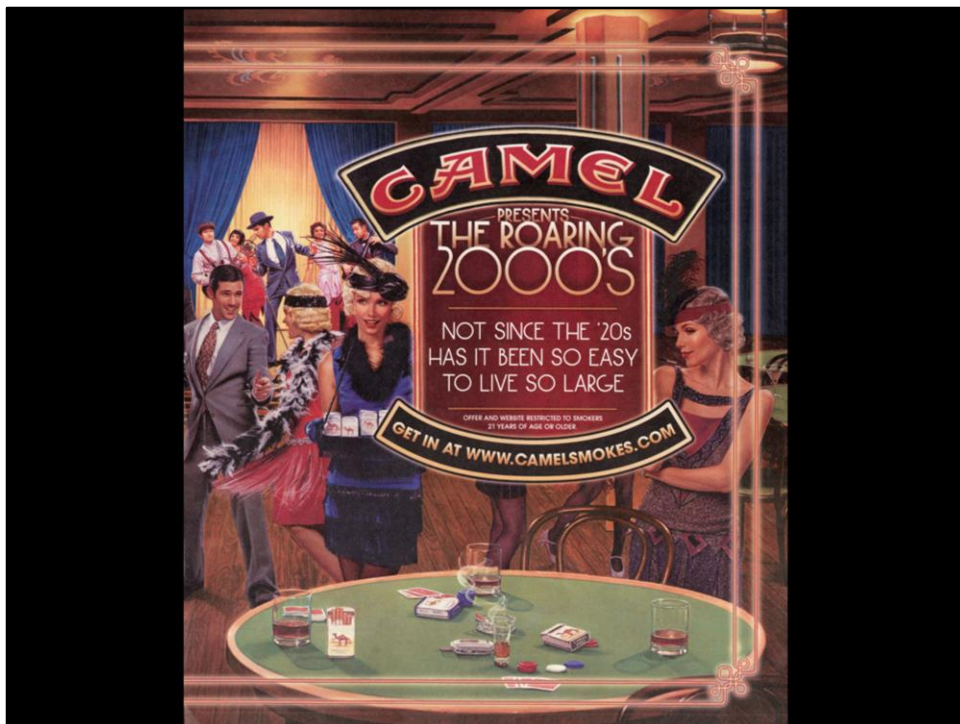
EXOTIC TRAVEL • PLEASURE GOODS • CAMEL SMOKES

Call 1-800-CAMEL CASH for your catalog.
(226-3522)

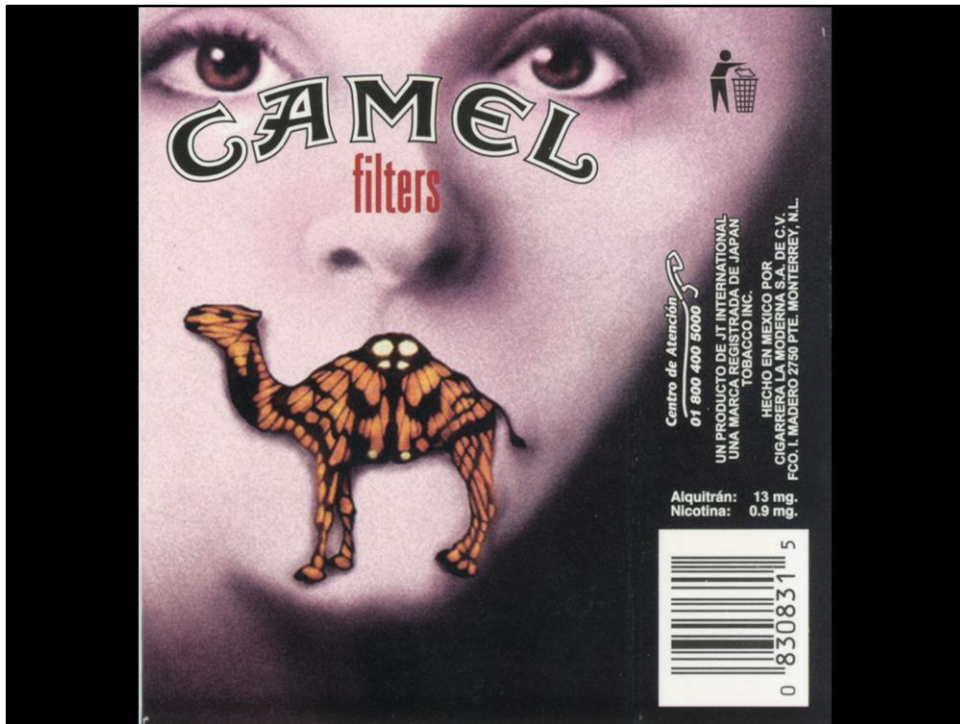
SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

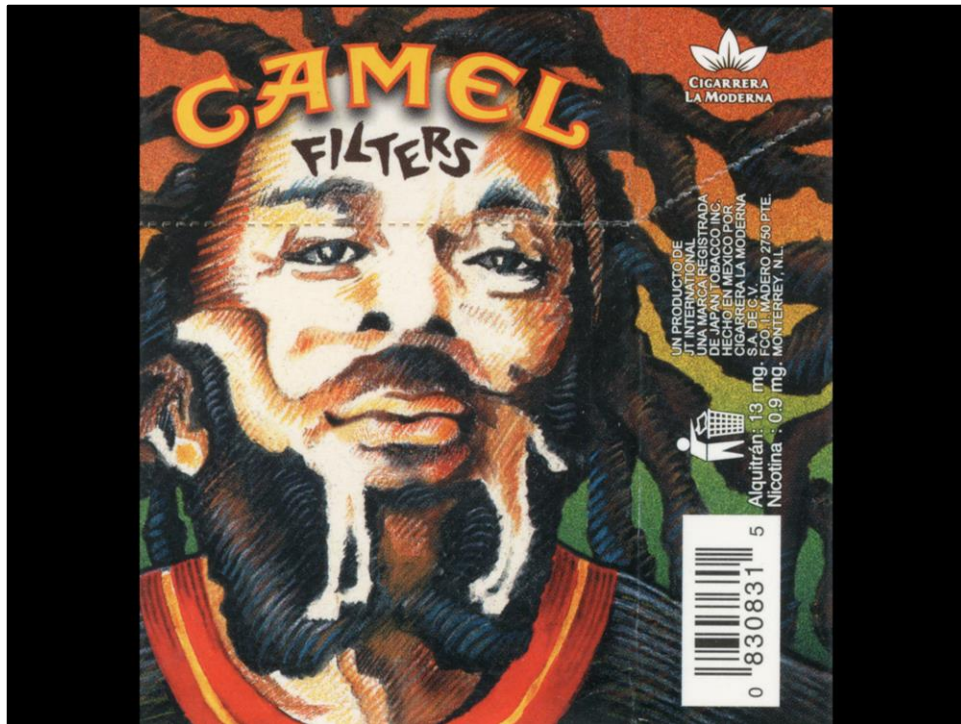
Camel Lights
11 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC method.

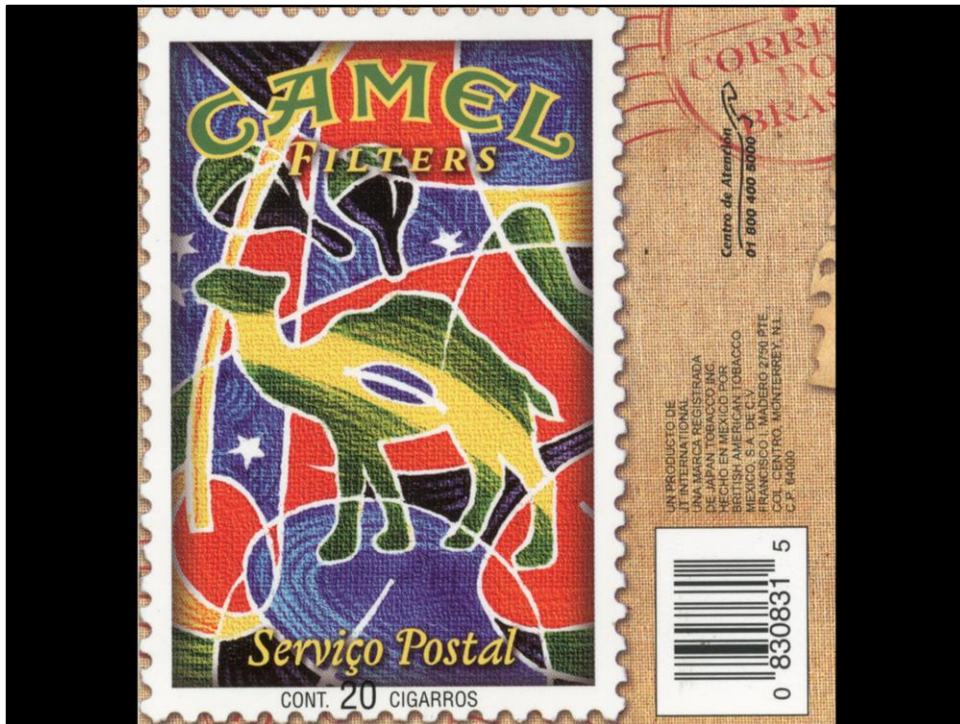
© 1998 R.J. REYNOLDS TOBACCO CO.



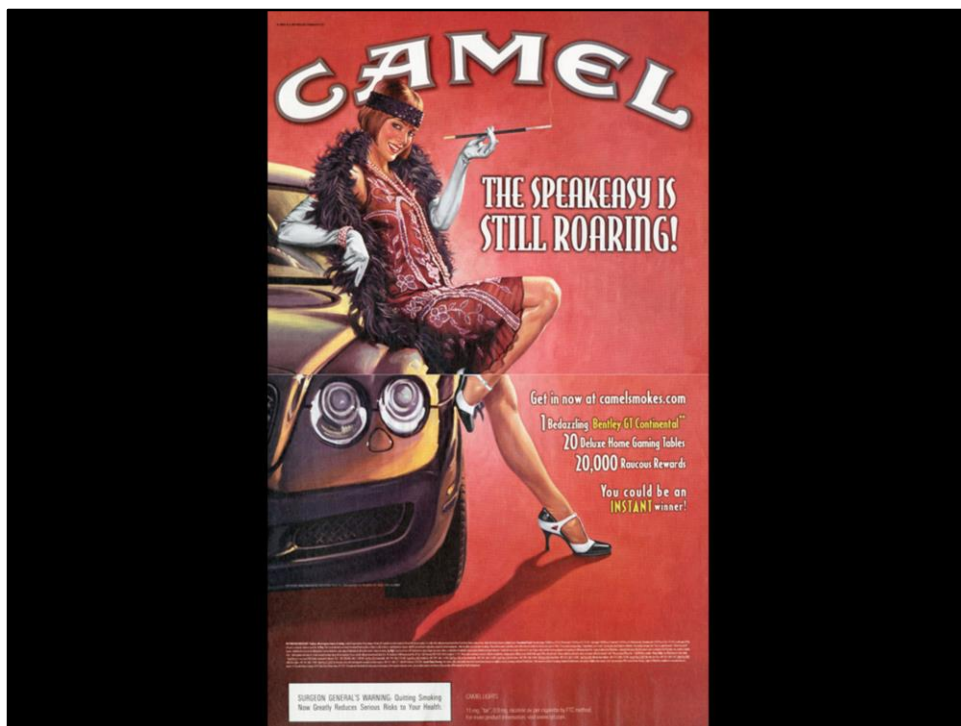


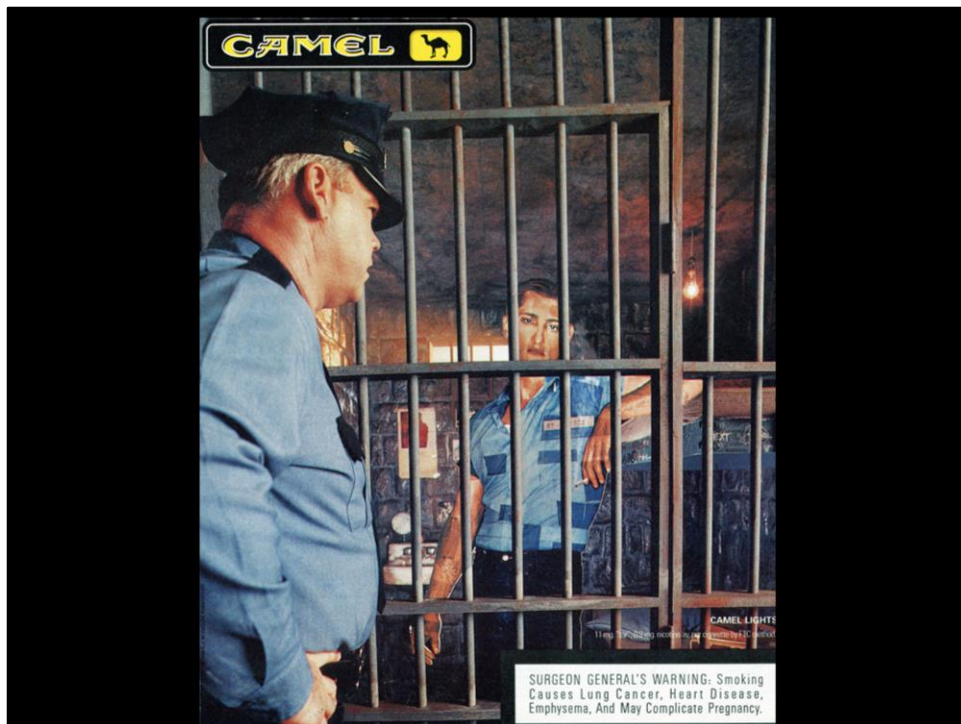


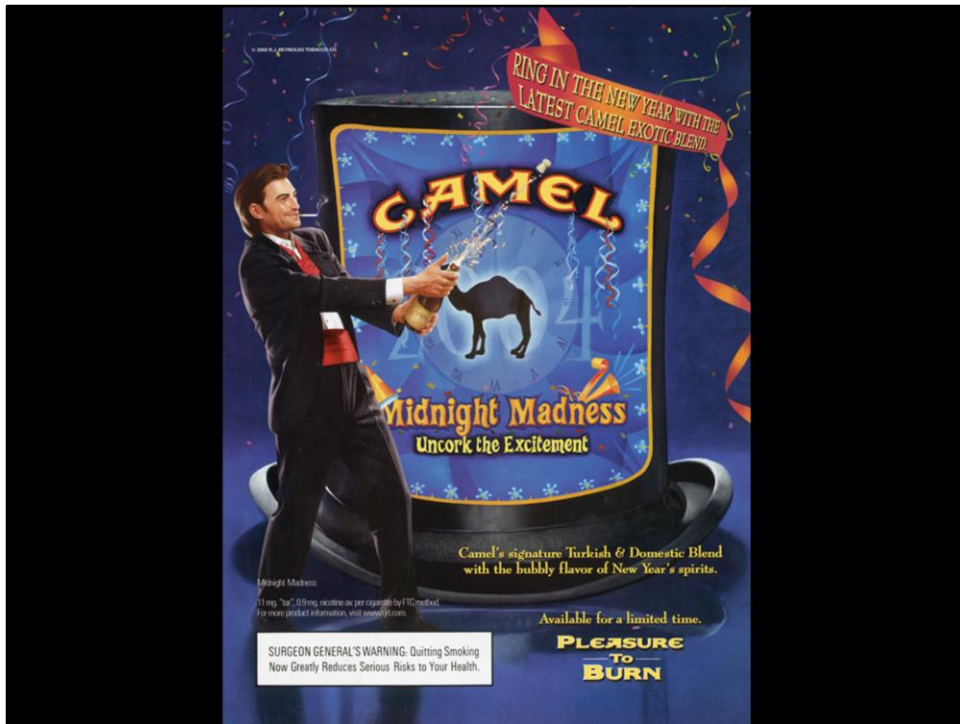


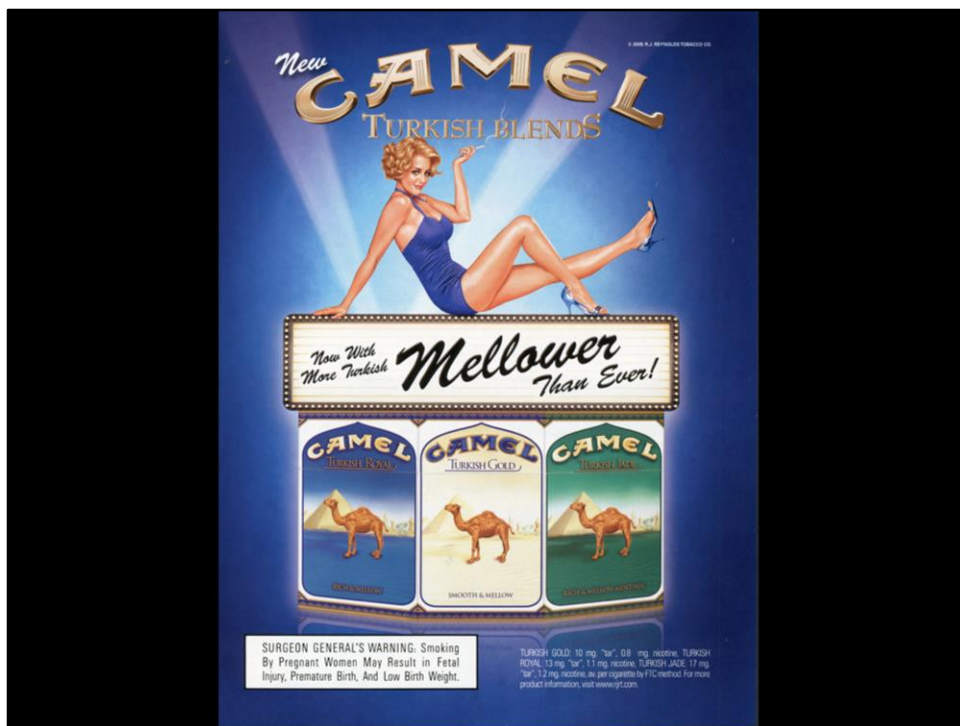


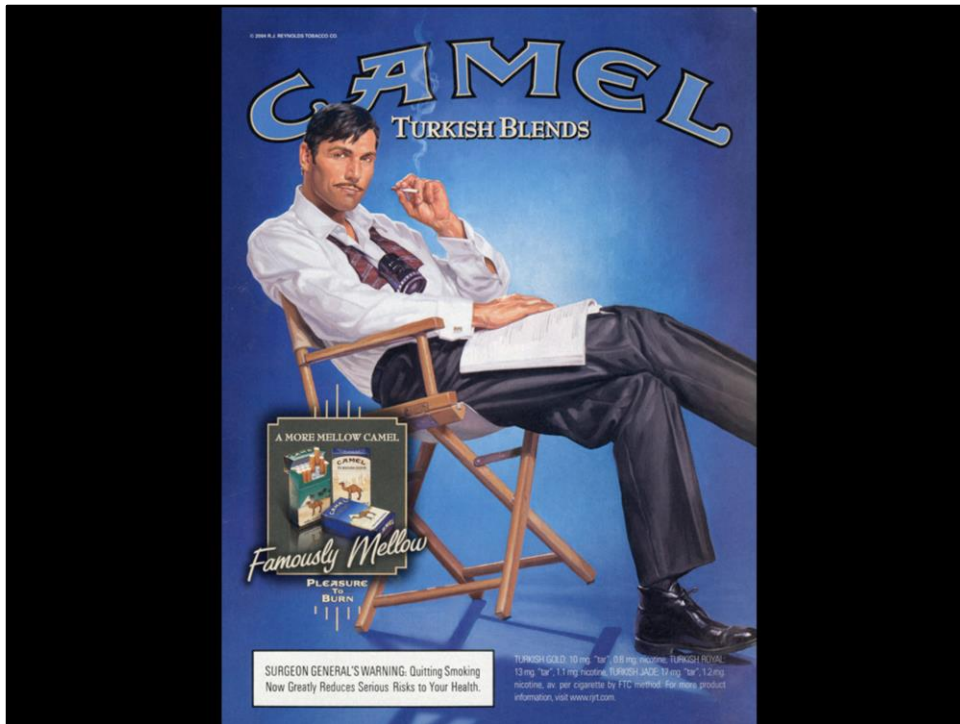




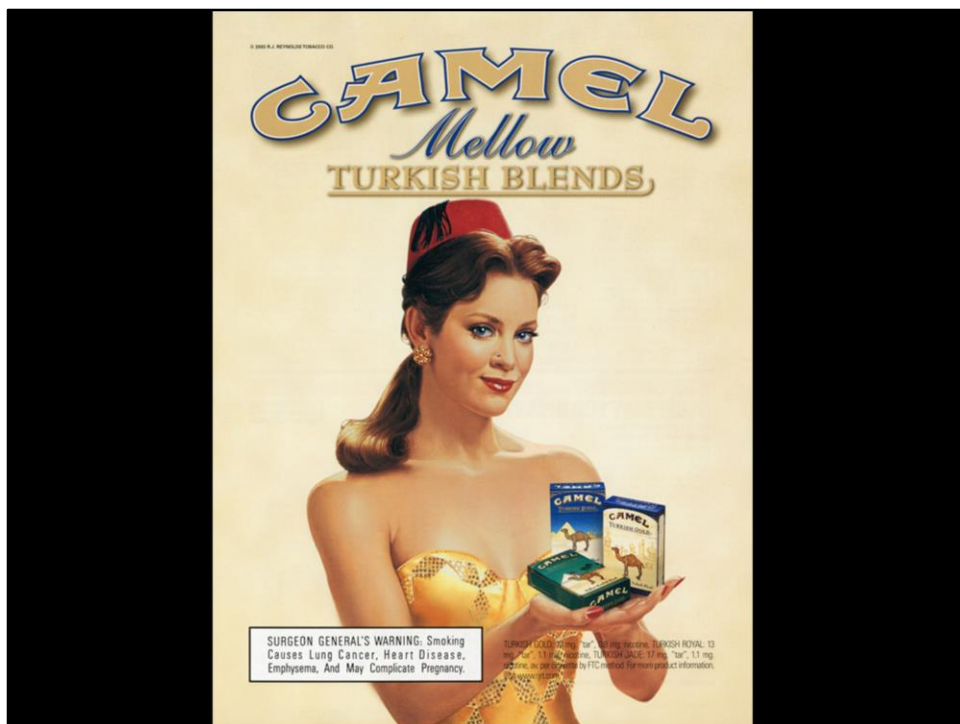






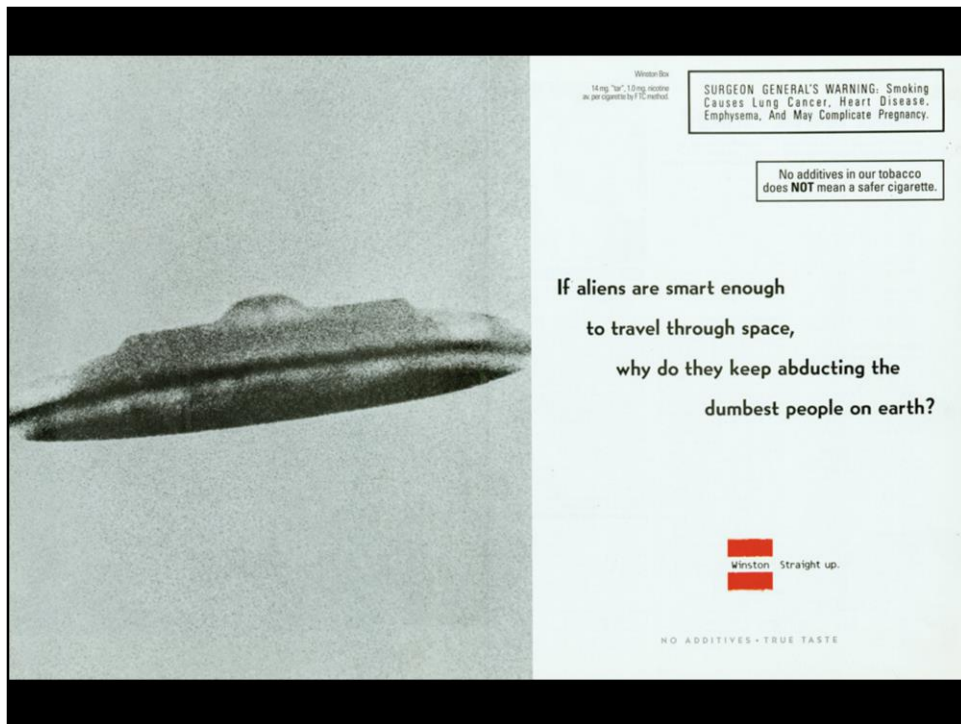




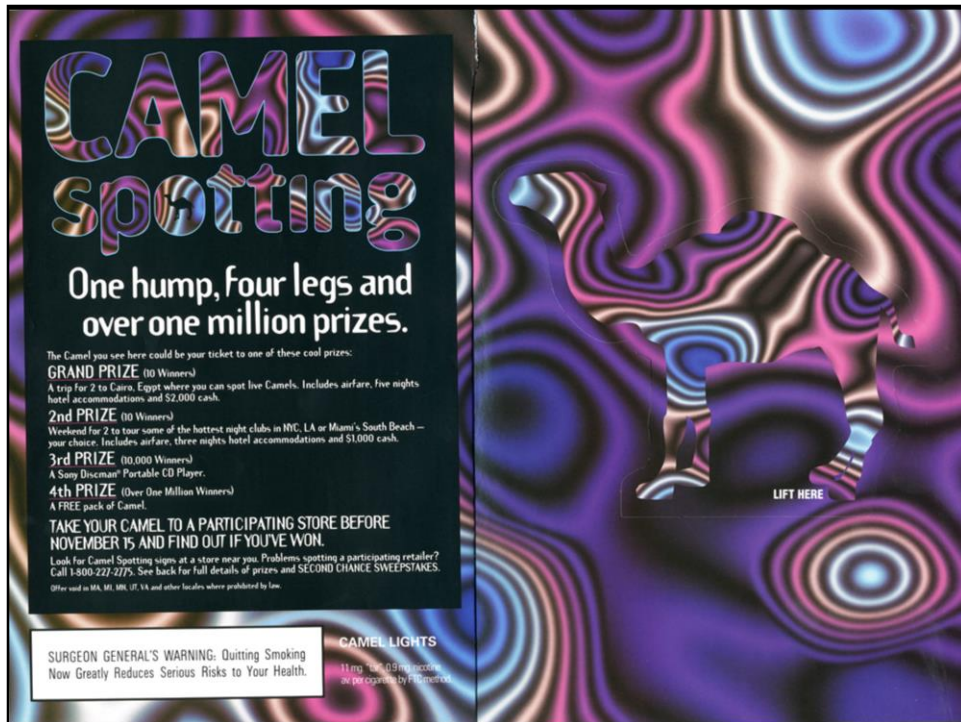












CAMEL
spotting

**One hump, four legs and
over one million prizes.**

The Camel you see here could be your ticket to one of these cool prizes:

GRAND PRIZE (10 Winners)
A trip for 2 to Cairo, Egypt where you can spot five Camels. Includes airfare, five nights hotel accommodations and \$2,000 cash.

2nd PRIZE (10 Winners)
Weekend for 2 to tour some of the hottest night clubs in NYC, LA or Miami's South Beach — your choice. Includes airfare, three nights hotel accommodations and \$1,000 cash.

3rd PRIZE (10,000 Winners)
A Sony Discman® Portable CD Player.

4th PRIZE (Over One Million Winners)
A FREE pack of Camel.

**TAKE YOUR CAMEL TO A PARTICIPATING STORE BEFORE
NOVEMBER 15 AND FIND OUT IF YOU'VE WON.**

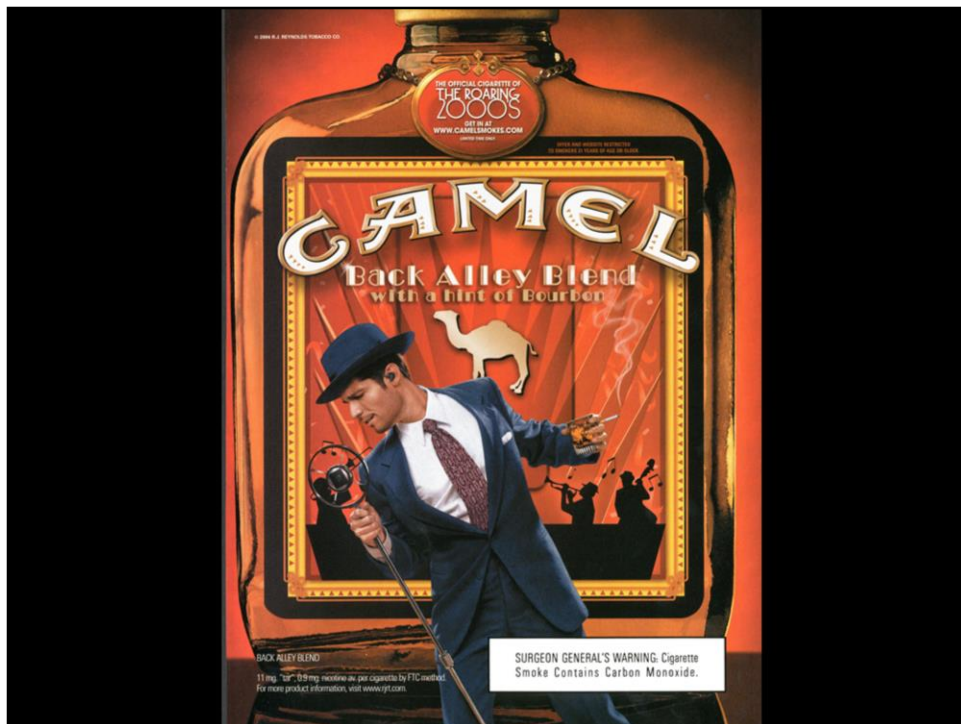
Look for Camel Spotting signs at a store near you. Problems spotting a participating retailer? Call 1-800-227-2775. See back for full details of prizes and SECOND CHANCE SWEEPSTAKES.

Offer valid in WA, MI, MN, IL, VA and other locales where prohibited by law.

CAMEL LIGHTS
11 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.

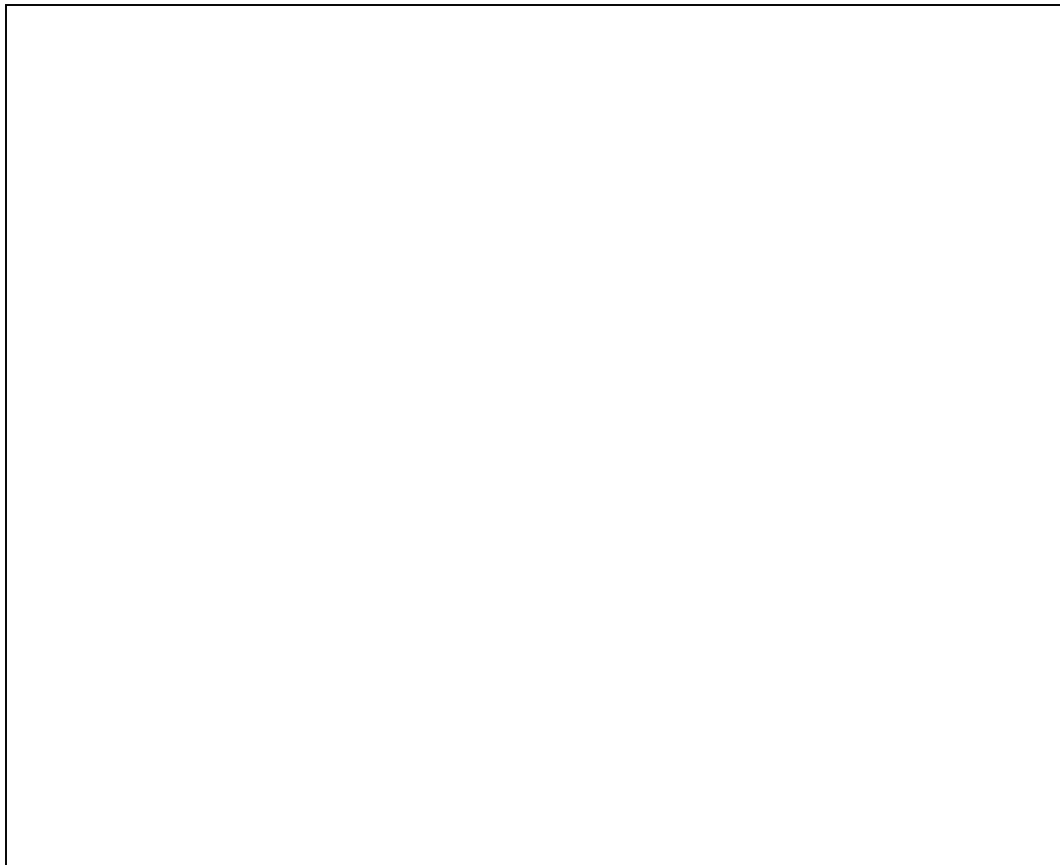
**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

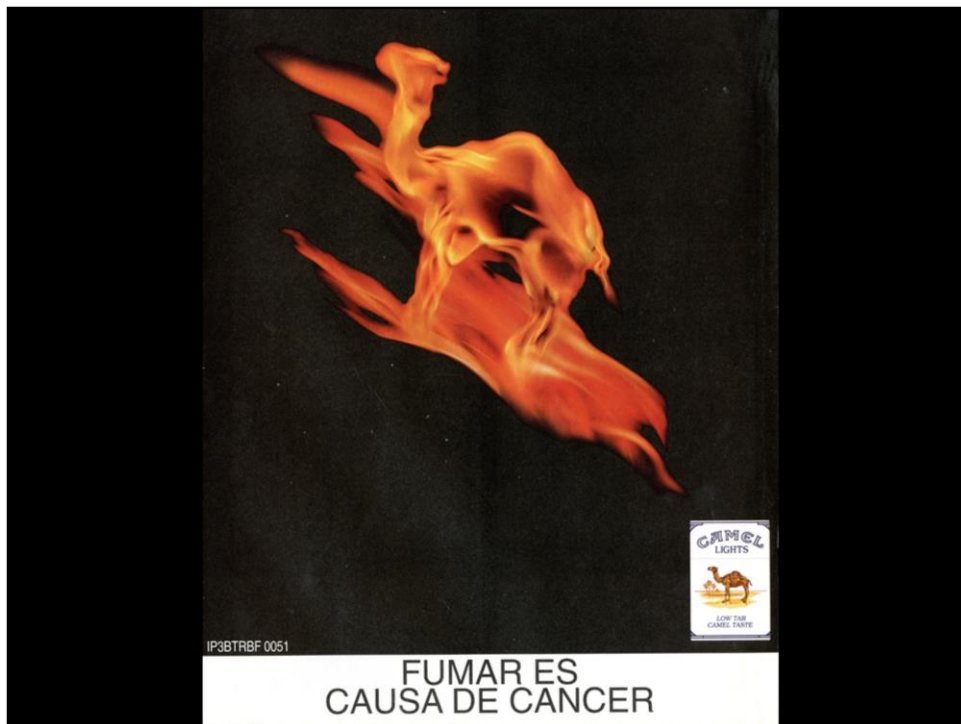
LIFT HERE











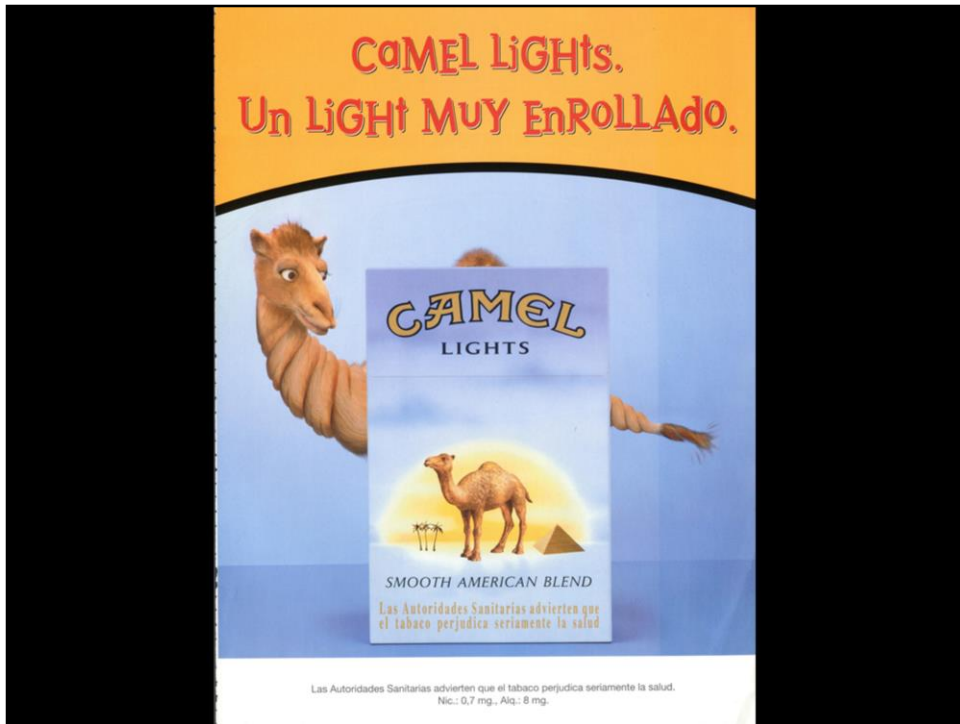




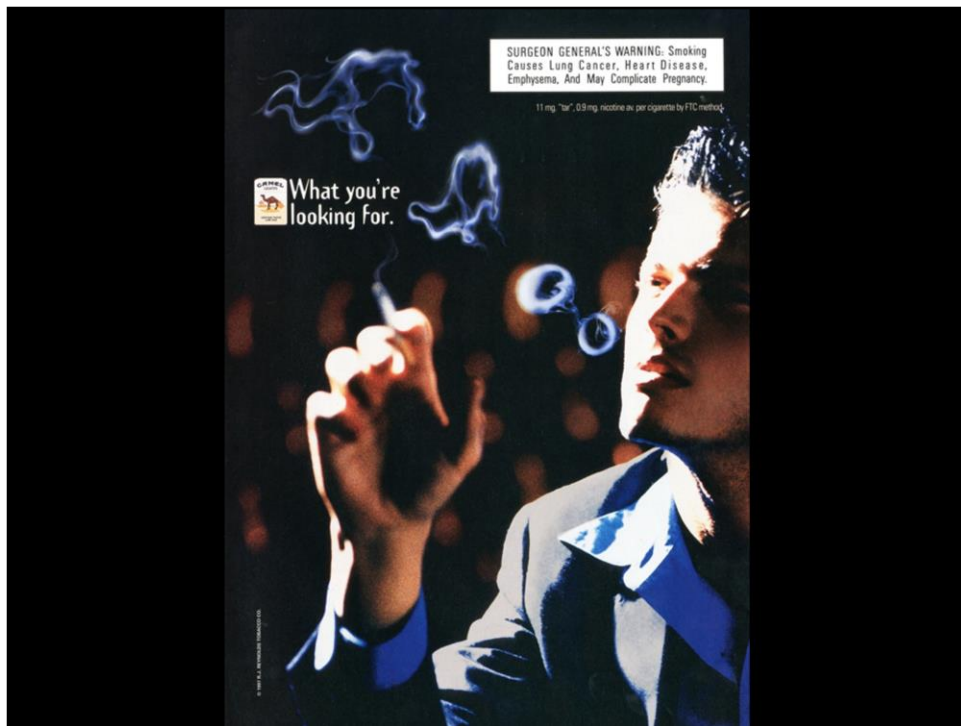


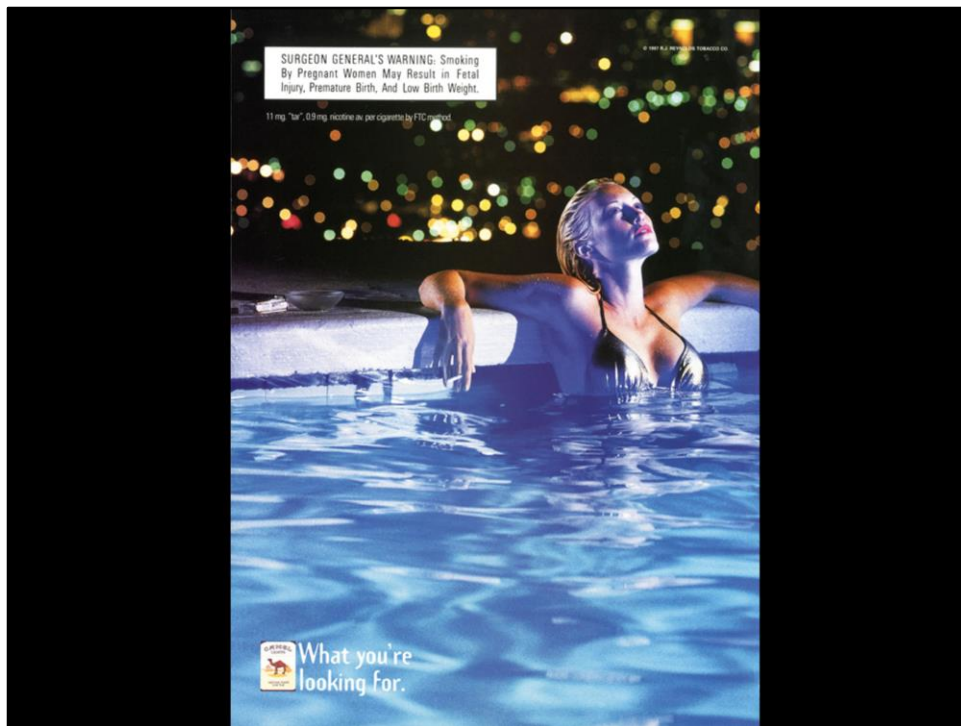
















A vertical cigarette advertisement for Camel Turkish Silver. The background is a deep blue with a subtle starry pattern. At the top, the word "CAMEL" is written in large, metallic, 3D block letters, with "TURKISH SILVER" in a smaller, similar font below it. To the left, a pack of Camel Turkish Silver cigarettes is shown, featuring a camel illustration and the word "New" in a yellow script. To the right of the pack, the phrase "The Mellowest Camel Ever" is written in a stylized, cursive font. Below this, a paragraph of text describes the blend of hand-harvested, sun-cured Turkish tobacco and domestic tobacco. Further down, another paragraph states that the blend is smooth and mellow. At the bottom left, small text provides nicotine and tar content for various Camel cigarette types. At the bottom right, a white box contains the Surgeon General's warning.

CAMEL
TURKISH SILVER

New

The Mellowest Camel Ever

This extraordinarily smooth blend starts with an aromatic array of hand-harvested, sun-cured Turkish Tobacco. The rare Turkish Tobacco is then blended with the finest variety of Domestic Tobacco available. Together, the two tobaccos give Turkish Silver its incomparable flavor and signature mellow sensation.

With a delicate balance of smoothness and flavor, it's no wonder Camel Turkish Silver is undoubtedly the Mellowest Camel Ever.

TURKISH SILVER 9 mg. "tar", 0.8 mg. nicotine, TURKISH GOLD 10 mg. "tar", 0.8 mg. nicotine, TURKISH ROYAL 13 mg. "tar", 1.1 mg. nicotine, TURKISH JADE 17 mg. "tar", 1.2 mg. nicotine, av. per cigarette by FTC method. For more product information, visit www.rjrt.com.

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

