

**From:** John Geoghegan  
**Sent:** Thursday, May 28, 2009 11:42 AM  
**To:** 'Bunjoto Astono' <bunjoto.astono@[REDACTED]>  
**Subject:** RE: Draft of Press Release

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Thanks for the quick turnaround. I will review things with Eliot and also send Henry a copy.

JG

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**From:** Bunjoto Astono [mailto:bunjoto.astono@[REDACTED]]  
**Sent:** Thursday, May 28, 2009 1:23 AM  
**To:** John Geoghegan; eliot suied  
**Cc:** Mark Cassar; Hugh Forward; Sean Cassar  
**Subject:** RE: Draft of Press Release

Hi John,

We make some minor revision to your draft of PR, basically only on Djarum part. We prefer not to link Djarum cigarette business with other line of business as those businesses are under different entity. I also make some correction the facts. Please find attached the revision file. I welcome you to make necessary changes on the language to have it sounds better. It's a great writing from you. Thanks John.

Boon

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**From:** John Geoghegan [mailto:JohnGeoghegan@[REDACTED]]  
**Sent:** Wednesday, May 27, 2009 07:53 AM  
**To:** Bunjoto Astono; eliot suied  
**Cc:** Mark Cassar; HughCassar@[REDACTED]; Sean Cassar  
**Subject:** Draft of Press Release

Boon:  
Attached is a draft of our proposed cigars press release. I have also pasted it in below.  
Please review carefully and discuss with Eliot tonight.  
The strategy is to totally ignore FDA as a reason why, and to barely touch on SCHIP/taxes as an overarching condition of the industry.  
I also need a Djarum 'boilerplate' statement at the end

I look forward to your comments.

John G

**Djarum Launches Filtered Clove Cigars for U. S. Retail Market**  
*New 12-pack filtered cigar featuring Black brand delivers affordable clove taste experience.*

May 27, 2009; Moorpark, CA -

