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**From:** John Geoghegan [REDACTED]  
**Sent:** Saturday, June 14, 2008 10:49 PM  
**To:** Mark Cassar  
**Subject:** Updated White Paper

**Attachments:** EAS

I was cleaning files and updated this based on what we know today.  
Maybe there are some verbal points you can cherry pick from this.

JG

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It's easy to add contacts from Facebook and other social sites through Windows Live™ Messenger.  
[Learn How. <https://www.invite2messenger.net/im/?source=TXT\\_EML\\_WLH\\_LearnHow>](https://www.invite2messenger.net/im/?source=TXT_EML_WLH_LearnHow)

Attachments:  
DJarum Talking Points-2007.doc (31296 Bytes)

Kretek:

Kretek International, Inc. was established as a California corporation in 1981. The company is located in Moorpark California where it maintains executive offices and a national warehouse and distribution center. [REDACTED]

P T Djarum manufactures Djarum clove cigarettes in Kudus Indonesia. Djarum is the number 2 clove cigarette maker in Indonesia. In addition to its tobacco operations, P T Djarum maintains a variety of manufacturing, construction, banking, and real estate development interests in Indonesia, and considers itself a loyal trading partner and ally of the United States.

Kretek began importing Djarum clove cigarettes into the United States from Indonesia in 1981 and became the exclusive distributor of Djarum in 2000. Smokers in the U. S. have consumed Djarum clove cigarettes for at least 27 years.

Today, Djarum/Kretek has approximately 97% of the U. S. clove cigarette market. (Approximate because total clove volume is too small for any of the trade research companies (Nielsen or IRI data tracking) to measure.

