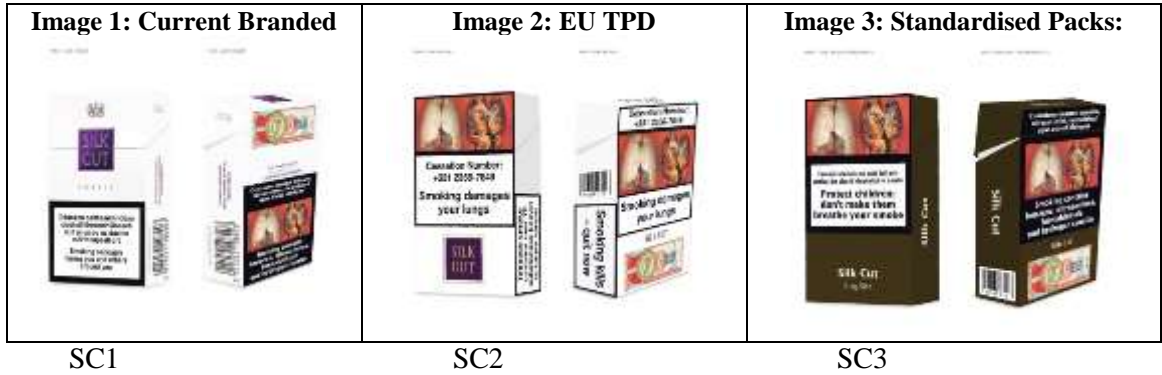


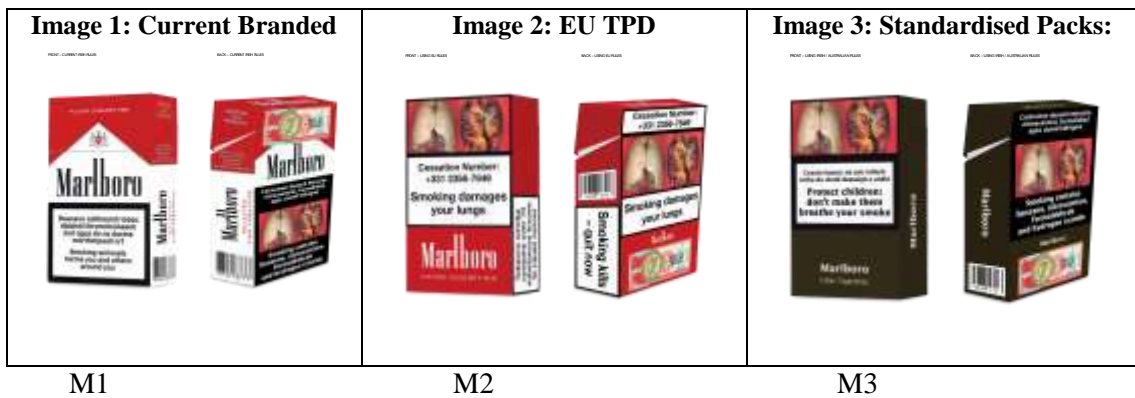
Appendix A: Sample Pack Images

Pack images for all cigarette brands and standardization levels are included below. Appendix B contains a sample pack pair with a list of questions below. For each pack, the following tests were conducted: Pack 1 x Pack 2, Pack 1 x Pack 3, Pack 2 x Pack 3.

Brand One: Silk Cut



Brand Two: Marlboro Reds



Brand Three: Benson and Hedges

