



Division of
Advertising Practices

United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

MEMORANDUM

TO: Public Records
Office of the Secretary

FROM: Sallie Schools
Division of Advertising Practices

DATE: October 29, 2013

SUBJECT: Rotational Health Warnings for Cigarettes
File No. P854505

Please place the attached documents on the public record in the above-captioned matter.

1. October 1, 2012 letter from Diane Anderson, Herons Landing Smokeshop to Diana Finegold.
2. October 3, 2012 letter from Mary K. Engle to Diane Anderson, Herons Landing Smokeshop.
3. November 2, 2012 letter from Varand Gourjian on behalf of U.S. Cigaronne, Inc. to Mary K. Engle.
4. November 8, 2012 letter from Mary K. Engle to Varand Gourjian on behalf of U.S. Cigaronne, Inc.
5. November 29, 2012 letter from Erin Morgan, Rock River Manufacturing to Will Ducklow.
6. December 5, 2012 letter from Mary K. Engle to Erin Morgan, Rock River Manufacturing.
7. December 5, 2012 letter from Eric F. Facer on behalf of Great Swamp Enterprises Inc. to Mary K. Engle.
8. December 11, 2012 letter from Mary K. Engle to Eric F. Facer on behalf of Great Swamp Enterprises Inc.

9. December 11, 2012 letter from J. Conrad Seneca, Six Nations Manufacturing to Mary K. Engle.
10. December 17, 2012 letter from Mary K. Engle to J. Conrad Seneca, Six Nations Manufacturing.
11. December 10, 2012 letter from Silvia B. Pinera-Vazquez on behalf of R.G. Logistics, Inc. to Mary K. Engle.
12. December 17, 2012 letter from Mary K. Engle to Silvia B. Pinera-Vazquez on behalf of R.G. Logistics, Inc.

Hérons Landing Smokeshop

11186 Southwestern Blvd., Irving, New York 14081
Tel (716) 549-6032, Fax (716) 549-6034

10/1/2012

Ms. Diana Finegold
Federal Trade Commission
Division of Advertising Practices
601 New Jersey Avenue, N.W.
Room NJ-3212
Washington, DC 20001

Cigarette Health Warning Rotation Plan

Dear Ms. Finegold:

By this letter, Diane Anderson dba Herons Landing Smokeshop (the "Manufacturer") requests that the Federal Trade Commission ("the Commission") approve this cigarette health warning rotation plan. This plan relates to the manufacturing and selling of the following five soft pack varieties of the "PRIDE" brand of cigarettes (Red King, Menthol King, Gold King, Menthol Gold King and Silver King). Samples of packs and outer cartons of the "PRIDE" brand showing each of the four surgeon general's health warnings for each brand style listed above were submitted with my letter dated August 24, 2012. The warnings on the actual packs and cartons to be manufactured and sold will be identical to these samples.

The purpose of this letter is to ask that the rotation plan be approved for the one-year period beginning on the date of your approval.

The Manufacturer will ensure that from the date that the plan is approved and for the one-year period covered by the plan, an equal number of each of the four health warnings will appear on packs and cartons of each of the brand styles of the "PRIDE" brand of cigarettes. This will be achieved because all of the related packs and cartons will be printed with equal quantities of the four cigarette health warnings and because the Manufacturer's production personnel will use equal numbers of the four different packs and cartons when manufacturing each of the cigarette brand styles.

I anticipate that the total number of cigarettes to be manufactured and sold in 2012 will not exceed [REDACTED] cigarettes for any one, brand style of PRIDE. Herons Landing Smokeshop also manufactures the RT20 cigarette Brand. A separate plan was submitted for RT20 on June 20, 2012 and approval was received on June 21, 2012. Total sales of RT20 in the fiscal year 2011 were [REDACTED] sticks.

The Manufacturer will maintain records for the FTC of exact numbers manufactured and sold each year via documentation prepared in accordance with this plan (see discussion of the Surgeon General Warning Rotation Log below). In accordance with Section 4(c)(2) of the Act, and based upon annual sales quantities (i.e. total sales in fiscal year 2011 were less than one-fourth of one percent of total cigarettes sold in the United States, and the brand styles of the cigarettes manufactured meet this low sales threshold), the Manufacturer respectfully requests that it be allowed to use the Rotation Plan using the Alternative method to the Quarterly Rotation Plan described in Section 4(c)(1).

As a "small" manufacturer by virtue of the information set forth above, the Manufacturer hereby states as its plan of rotation that the labels described in Section 1333 (a)(1) of the Act shall appear on the packages and cartons of each brand style of cigarettes with respect to which this plan is approved an equal number of times for the one year period commencing on the date of approval.

The Manufacturer's Rotation Plan includes procedures to maintain a Surgeon General Warning Rotation Log (the "Log") at the manufacturing facility that will be used to quantify the number of the four approved health-warning labels that are sold. The Log will be reviewed periodically throughout the year to assure that the four Surgeon General warnings are equalized in their use during the year.

Since the Manufacturer will not advertise the "PRIDE" product, there is no need to submit a plan for the rotation of warnings on advertising. If the manufacturer plans to advertise, it will submit a plan to the FTC before advertising begins.

The Manufacturer believes that the foregoing Plan continues to comply with the requirements set forth in the Federal Cigarette Labeling and Advertising Act and respectfully requests approval of this plan.

Should this request conform to your requirements, I would appreciate that a letter evidencing the approval be sent (or faxed to 716-549-6034) to my attention at the above addresses. If you have any questions concerning the Plan I have described, or need additional information, please call. Your prompt attention to this matter is greatly appreciated.

Sincerely,

A handwritten signature in black ink, appearing to read "Diane Anderson", with a long horizontal flourish extending to the right.

Diane Anderson
Owner

Selected packaging samples from those
submitted with the plan.

PRIDE

MENTHOL GOLD KING SOFT

20 CLASS A CIGARETTES



PRIDE

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

UNDERAGE SALE PROHIBITED



PRIDE

MENTHOL GOLD KING SOFT

20 CLASS A CIGARETTES



PRIDE

PRIDE



MANUFACTURED ON THE SOVEREIGN TERRITORY OF THE SENECA NATION
MADE IN USA
TP-NY-15043



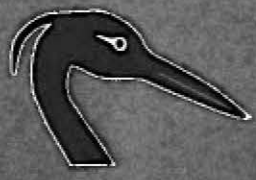
RE

PRIDE

MANUFACTURED ON THE SOVEREIGN TERRITORY OF THE SENECA NATION
MADE IN USA
TP-NY-15043

PRIDE

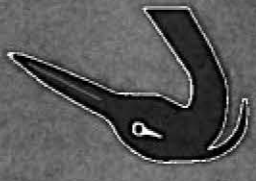
RED KING SOFT



PRIDE

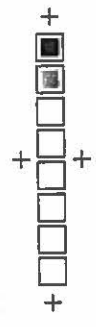
RED KING SOFT

SURGEON GENERAL'S WARNING:
Smoking Causes Lung Cancer, Heart Disease,
Emphysema, And May Complicate Pregnancy.



PRIDE

PRIDE
RED KING SOFT





Division of
Advertising Practices

United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

October 3, 2012

Diane Anderson
Herons Landing Smokeshop
11186 Southwestern Blvd.
Irving, NY 14081

Dear Ms. Anderson:

The Federal Trade Commission has delegated to the Associate Director for Advertising Practices its authority to review cigarette health warning display plans submitted to the Commission pursuant to Section 1333(c) of the Federal Cigarette Labeling and Advertising Act, 15 U.S.C. § 1331, *et seq.* ("the Cigarette Act"). Pursuant to that delegation, I have reviewed a revised proposed plan filed by Diane Anderson d/b/a Herons Landing Smokeshop ("Herons Landing") on October 1, 2012, calling for simultaneous display (*i.e.*, the alternative to quarterly rotation) of the four health warnings on packaging for certain varieties of the Pride brand of cigarettes.

Herons Landing's sales appear to qualify for the aforementioned alternative to quarterly rotation of the warnings on packaging, and the warnings on the sample packs and cartons submitted with your letter dated August 24, 2012 appear to meet the requirements of the Cigarette Act in force as of the date of this letter for size and conspicuousness. Accordingly, Herons Landing's plan for simultaneous display of the four health warnings on packaging is hereby approved for the following five soft pack varieties of the Pride brand: Red King, Menthol King, Gold King, Menthol Gold King, and Silver King.

Approval of Herons Landing's plan is contingent on its good faith implementation. We may ask for information demonstrating proper implementation of the plan.¹ The Cigarette Act provides that any person who violates its provisions is guilty of a misdemeanor.

If Herons Landing decides to advertise in the future, it must submit a plan detailing how it will comply with the requirements of the Cigarette Act with respect to the display of the health warning statements in advertising.

¹ Knowingly and willfully making false statements to a federal government agency is a crime punishable by a fine and/or imprisonment. 18 U.S.C. § 1001.

Diane Anderson
October 3, 2012
Page 2

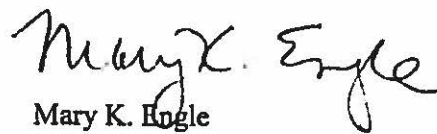
Please note that this letter only approves Herons Landing's cigarette health warning statement rotation plan with respect to the statutory requirements in force prior to the June 22, 2009 enactment of the Family Smoking Prevention and Tobacco Control Act ("FSPTCA") concerning the rotation, size, and conspicuousness of the warnings on Herons Landing's packaging. Moreover, it is not in any way an approval of any other design element, statement, or representation made on packaging for Herons Landing's cigarettes. Nor does this letter purport to interpret or express any opinion about the adequacy of Herons Landing's packaging under the FSPTCA or any regulations that have been or might be promulgated by the Department of Health and Human Services under that statute, including but not limited to the Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco to Protect Children and Adolescents (published March 19, 2010).

Because the FSPTCA imposes additional legal requirements on the marketing and sale of cigarettes, you should ensure that you are in compliance with those requirements. For example, since September 22, 2009, the use of certain characterizing flavors (other than tobacco or menthol) in cigarettes has been prohibited. You can find additional information at www.fda.gov/tobaccoproducts/default.htm, or www.fda.gov/TobaccoProducts/ResourcesforYou/default.htm, and sign up for FDA email updates at www.fda.gov/TobaccoProducts/ResourcesforYou/ucm176164.htm.

The approval is effective on the date of this letter and runs through October 2, 2013, or until the authority to approve cigarette health warning statement plans moves from the FTC to the FDA, whichever comes first.

If you have any questions regarding this approval, please contact Caitlyn Brady at (202) 326-2848.

Very truly yours,



Mary K. Engle
Associate Director

101 north brand boulevard
suite 1220 / glendale california 91203
t / 818 956 0100 f / 818 956 0123
gourjianlaw.com

gourjianlawgroup

writer / varand gourjian
email / vg@gourjianlaw.com

via u.s. mail and electronic mail

November 2, 2012

Mary K. Engle
William Ducklow
Associate Director
Division of Advertising Practices
Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580

re: **U.S. Cigaronne, Inc. – Health Warning Rotation Plan – 2012 Renewal**

Dear Mrs. Engle & Mr. Ducklow:

Our firm represents U.S. Cigaronne, Inc. ("Cigaronne"), an importer and distributor of cigarettes manufactured in Armenia for distribution throughout California. The Chief Executive Officer for Cigaronne is Norik Bagdasaryan. The corporate address for Cigaronne is 1030 E. Valencia Avenue, Burbank, CA 91502. Pursuant to the Federal Trade Commission's Division of Advertising Practices guidelines regarding Health Warning Rotation Plans for cigarette importers, our firm prepared and submitted Cigaronne's 2011 Health Warning Rotation Plan on July 19, 2011. On July 21, 2011, Cigaronne received the Federal Trade Commission's approval of its plan pertaining to five brand styles of the Cigaronne brand and two brand styles of the Lady brand of cigarettes.

U.S. Cigaronne, Inc. seeks renewal Health Warning Plan approval for the following brand styles of cigarettes:

1. Cigaronne Black Slims
2. Cigaronne White Slims
3. Cigaronne Diamond Slims (Ivory)
4. Cigaronne Diamond Slims (Blue)
5. Cigaronne Diamond Slims (Maroon)
6. Lady (Red)
7. Lady Menthol (Green)

All of the above-referenced brand styles are King Size & Hard Packs

ALL WARNINGS WILL APPEAR EXACTLY AS SHOW ON THE SAMPLES SUBMITTED WITH OUR MAY 17, 2011 LETTER AS WELL AS OUR JUNE 7, 2011 LETTER, CONTAINING SAMPLE PACKAGING FOR THE LADY MENTHOL BRAND OF CIGARETTES.

Federal Trade Commission
Attn: Mary Engle
Attn: William Ducklow
Page 2 of 2
November 2, 2012

Please be advised that in 2011, Cigaronne sold [REDACTED] units of cigarettes. The company expects to have similar sales figures in the upcoming calendar year. As such, Cigaronne does not seek to make any changes to its 2011 Health Warning Label Rotation Plan. As a reminder, pursuant to Section 1332(c)(2) of the Federal Cigarette Labeling and Advertising Act, 15 U.S.C. §§ 1331-1340 (the "Cigarette Act"), Cigaronne has elected to comply with the alternative to quarterly rotation warnings on packaging, as its fiscal year 2011 sales volume was significantly lower than the threshold described in Section 1332(c)(2). Cigaronne will continue to ensure compliance with the health warning rotation plan by printing exact quantities of labels to be distributed and using its hired personnel to maintain sufficient records.

Cigaronne will ensure that all four warnings will be displayed equally on the packs and cartons of each brand style for the one-year period beginning on the date the plan is approved. Cigaronne will ensure that each import of product contains an equal number of each of the four warnings on packs and cartons for each brand style. Cigarette packs and cartons will only be distributed to stores for consumer purchase in quantities that contain equal amounts of the four warnings.

Further, please note that Cigaronne will only be distributing its existing and previously approved brand styles of cigarettes. All packaging and health warning labels will appear exactly as described in the 2011 submission.

Please note that this application does not address the Federal Trade Commission's advertising requirements, as Cigaronne will not advertise its products.

Upon review of this letter, please confirm that we have complied with all requirements set forth in the FTC Division of Advertising Practices Guidelines and advise us as to any additional documents or information necessary for renewal of Cigaronne's FTC approval.

Sincerely,



Varand Gourjian, Esq.

cc: Client



Division of
Advertising Practices

United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

November 8, 2012

Varand Gourjian
Gourjian Law Group
101 North Brand Boulevard
Suite 1220
Glendale, CA 91203

Dear Mr. Gourjian:

The Federal Trade Commission has delegated to the Associate Director for Advertising Practices its authority to review cigarette health warning display plans submitted to the Commission pursuant to Section 1333(c) of the Federal Cigarette Labeling and Advertising Act, 15 U.S.C. § 1331 *et seq.* (“the Cigarette Act”). Pursuant to that delegation, I have reviewed a revised proposed plan filed on behalf of U.S. Cigaronne, Inc. (“Cigaronne”) on November 2, 2012, calling for simultaneous display (*i.e.*, the alternative to quarterly rotation) of the four health warnings on packaging for certain varieties of the “Cigaronne” and “Lady” brands of cigarettes.

Cigaronne’s sales appear to qualify for the aforementioned alternative to quarterly rotation of the warnings on packaging, and the warnings on the sample packs and cartons submitted with your letters dated May 17, 2011 and June 7, 2011 continue to meet the requirements of the Cigarette Act in force as of the date of this letter for size and conspicuousness.¹

Accordingly, Cigaronne’s plan for simultaneous display of the four health warnings on packaging is hereby approved for the following varieties:

- Five king size, hard pack varieties of the Cigaronne brand: Black Slims, White Slims, Diamond Slims (Ivory), Diamond Slims (Blue), and Diamond Slims (Maroon); and
- Two king size, hard pack varieties of the Lady brand: (Red) Slims, and Menthol (Green) Slims.

¹ Cigaronne stated in its November 2, 2012 letter that the four health warnings will appear exactly as shown on the packs and cartons submitted on these dates.

Varand Gourjian
November 8, 2012
Page 2

Approval of the plan is contingent on its good faith implementation. We may ask for information demonstrating proper implementation of the plan.² The Cigarette Act provides that any person who violates its provisions is guilty of a misdemeanor.

If Cigaronne decides to advertise in the future, it must submit a plan detailing how it will comply with the requirements of the Cigarette Act with respect to display of the health warning statements in advertisements.

Please note that this letter only approves Cigaronne's cigarette health warning statement rotation plan with respect to the statutory requirements in force prior to the June 22, 2009 enactment of the Family Smoking Prevention and Tobacco Control Act ("FSPTCA") concerning the rotation, size, and conspicuousness of the warnings on Cigaronne's packaging. Moreover, it is not in any way an approval of any other design element, statement, or representation made on packaging for Cigaronne's cigarettes. Nor does this letter purport to interpret or express any opinion about the adequacy of Cigaronne's packaging under the FSPTCA or any regulations that have been or might be promulgated by the Department of Health and Human Services under that statute, including but not limited to the Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco to Protect Children and Adolescents (published March 19, 2010).

Because the FSPTCA imposes additional legal requirements on the marketing and sale of cigarettes, you should ensure that you are in compliance with those requirements. For example, since September 22, 2009, the use of certain characterizing flavors (other than tobacco or menthol) in cigarettes has been prohibited. You can find additional information at www.fda.gov/TobaccoProducts/default.htm, and sign up for FDA email updates at www.fda.gov/TobaccoProducts/ResourcesforYou/ucm176164.htm.

This approval is effective on the date of this letter and runs through November 7, 2013, or until the authority to approve cigarette health warning statement plans moves from the FTC to the FDA, whichever comes first.

If you have any questions regarding this approval, please contact William Ducklow at (202) 326-2407.

Very truly yours,



Mary K. Engle
Associate Director

² Knowingly and willfully making false statements to a federal government agency is a crime punishable by a fine and/or imprisonment. 18 U.S.C. § 1001.



A Division Of Ho-Chunk, Inc.

November 29, 2012

Federal Trade Commission
Advertising Practices
Attn: Will Ducklow
601 New Jersey Avenue, NW
Washington, D.C. 20001

Dear Ms. Engle and Mr. Ducklow:

Rock River Manufacturing manufactures the One Spirit brand of cigarettes and imports the Seneca and Couture brand of cigarettes manufactured by Grand River Enterprises Six Nations Ltd. Rock River Manufacturing requests approval of its plan for Surgeon General Warning Display, as provided by 15 U.S.C. 1333C(2) of the Cigarette Labeling and Advertising Act (the "Cigarette Act"), on packaging for the One Spirit brand and the Seneca and Couture brands of cigarettes. We are located at 509 Reuben Snake Ave, Winnebago, NE 68071. The vice chairperson of Rock River Manufacturing is Erin Morgan.

Rock River Manufacturing seeks approval for its plan for the simultaneous display of warnings on packages for the Seneca and Couture brands for the following brand styles which Rock River imports:

Seneca Full Flavor Soft King
Seneca Blue Soft King
Seneca Silver Soft King
Seneca Menthol Soft King
Seneca Smooth Menthol Soft King

Seneca Full Flavor Soft 100's
Seneca Blue Soft 100's
Seneca Silver Soft 100's
Seneca Menthol Soft 100's
Seneca Smooth Menthol Soft 100's
Seneca Extra Smooth Menthol Soft 100's

Seneca Full Flavor Box King
Seneca Medium Box King
Seneca Blue Box King
Seneca Silver Box King
Seneca Menthol Box King
Seneca Smooth Menthol Box King
Seneca Non-Filter Box King
Seneca Chill Box King

Seneca Full Flavor Box 100's
Seneca Medium Box 100's
Seneca Blue Box 100's
Seneca Silver Box 100's
Seneca Menthol Box 100's
Seneca Smooth Menthol Box 100's
Seneca Extra Smooth Menthol Box 100's

Couture Slims Ruby Box
Couture Slims Amethyst Box
Couture Slims Diamond Box
Couture Slims Sapphire Box
Couture Slims Turquoise Box
Couture Slims Aquamarine Box

Seneca Full Flavor Box 120's
Seneca Smooth Box 120's
Seneca Ultra Box 120's
Seneca Menthol Box 120's
Seneca Smooth Menthol Box 120's

Seneca Full Flavor 72's Box
Seneca Blue 72's Box
Seneca Menthol 72's Box

Rock River Manufacturing seeks approval for its plan for the simultaneous display of warnings on packages for the following One Spirit brands which it manufactures: One Spirit Regular Full Flavor 100s; One Spirit Regular Smooth 100s; One Spirit Regular Ultra Smooth 100s; One Spirit Menthol 100s; and One Spirit Menthol Smooth 100s.

We have carefully read 15 U.S.C. § 1331, *et seq.*, and 19 U.S.C. § 1981 and feel our products have been and will be in full compliance with the Cigarette Act Warning Label Display Requirements.

Rock River has not sold One Spirit cigarettes in the past. We anticipate that any volume of the One Spirit cigarettes listed herein which are manufactured and sold in any single fiscal year will not exceed [REDACTED] cartons (containing 200 cigarettes each) for any single brand style. Our sales figures for the imported Seneca and Couture brands for August 2011 through August 2012 by brand style by carton are attached.

We have and will comply with the Cigarette Act by having our supplier of packaging for our imported Seneca and Couture brands, White House Graphics, and our supplier of packaging for our One Spirit brand, Blue Earth Marketing, print the four surgeon general warnings simultaneously in equal numbers at the time of both the pack and carton print runs. The four warnings will be displayed on the packs and cartons of each brand style of the Seneca and Couture brands and the One Spirit brand an equal number of times during the one year period following the date of approval of this plan by the Federal Trade Commission. We will keep records demonstrating compliance with this plan. The warnings on the Seneca and Couture brands will appear exactly as shown on the sample packs and cartons enclosed with our September 28, 2012 letter and with the sample pack of Seneca Menthol Kings and carton of Seneca Full Flavor Soft 100's enclosed with the letter delivered to FTC on November 9, 2012. The sample packaging enclosed with the letter delivered on November 9, 2012 did not require correction but rather was inadvertently omitted from our September 28, 2012 submission. The warnings on the One Spirit brand will appear exactly as shown on the sample cartons submitted with our August 2, 2012 letter and the sample packs submitted with our October 1, 2012 letter.

The four warnings that will appear on the packs and cartons are:

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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

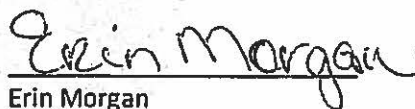
SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

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

ADVERTISING

Rock River Manufacturing does not at this time intend to advertise the Seneca and Couture brands of cigarettes it imports or the One Spirit brand of cigarettes it manufactures.

Respectfully submitted,
Rock River Manufacturing



Erin Morgan
Vice Chairperson

Brand
COUTURE
Diamond
Amethyst
Aquamarine
Ruby
Sapphire
Turquoise

Seneca Soft 100
Full Flavor
Blue
Silver
Menthol
Menthol Smooth
Menthol Extra Smooth


Seneca 72's
Full Flavor
Blue
Menthol

Seneca Box 100's
Full Flavor
Blue
Silver
Medium
Menthol
Smooth Menthol
Menthol Extra Smooth

Seneca Box Kings
Full Flavor
Blue
Silver
Medium
Menthol
Menthol Smooth
Chill
Non-filter

Seneca Soft Kings
Full Flavor
Blue

Aug-11 Sep-11 Oct-11 Nov-11 Dec-11 Jan-12 Feb-12 Mar-12 Apr-12 May-12 Jun-12 Jul-12 Aug-12 Total



Silver
Menthol
Menthol Smooth

Seneca Box 120's
Full Flavor
Smooth
Ultra Smooth/Silver
Menthol
Menthol Smooth



**Selected packaging samples from those
submitted with the plan.**

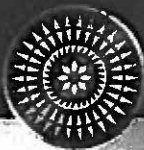
Underage
Sale
Prohibited

PREMIUM

REGULAR FULL FLAVOR 100s



PREMIUM



One People. One Nation.

REGULAR
FULL
FLAVOR

20 CLASS A CIGARETTES

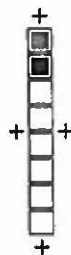


REGULAR FULL FLAVOR 100s

20 CLASS A CIGARETTES

REGULAR
FULL
FLAVOR

One People. One Nation.



WHI-A

M-1 2 3 4 5 6 7 8 9 10 11 12
Y-11 12 13 14



SURGEON GENERAL'S WARNING:
Smoking By Pregnant Women May Result
in Fetal Injury, Premature Birth,
And Low Birth Weight.



8 50746 00400 4

TP-NE-15000
Manufactured Under License From:
Rock River Manufacturing
Winnebago, WI 54971
www.rockrivermfg.com
Made in Native America

Manufactured Under License From:
Rock River Manufacturing
Winnebago, NE 68071
www.rockrivermfg.com
Made In Native America



Underage
Sale Prohibited

REGULAR ULTRA SMOOTH
100s

10 HARD PACKS OF
20 CIGARETTES



UNDERAGE SALE
PROHIBITED



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

PHILIP MORRIS

Seneca Ultra
120's SUPER THINS

F2-120H-SE-UL-BL

Seneca
120's

Ultra
SUPER THINS

1
121234567
13189 10 11 12

11198X

Seneca Ultra
120's SUPER THINS



SUPER THINS

Ultra

Seneca
120's

SURGEON GENERAL'S WARNING:
Smoking Causes Lung Cancer, Heart
Disease, Emphysema, And May
Complicate Pregnancy.

Seneca
120's

SENECA
72's

8 PACKS OF 25 CIGARETTES



54-TL-25

MENTHOL

SENECA
72's



UNDERAGE SALE PROHIBITED

MADE UNDER THE AUTHORITY OF
TOBACCO, USA, INC. USA
SENECA BRAND OF CIGARETTES
NOT AFFILIATED WITH THE
SENECA NATION OF INDIANS

8 PACKS OF 25 CIGARETTES

MENTHOL

SENECA
72's



PREMIUM

SENECA
72's



AMERICA'S
FINEST BLEND

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

AMETHYST

20 SLIM CIGARETTES

SLIMS

Couture

AMETHYST

AN EXQUISITELY BLENDED
TOBACCO SET IN A HIGHLY
STYLIZED CIGARETTE
CAN ONLY BE CALLED ...

SLIMS

Couture



F3-SL100-COUSA-AM-BL

00000

Couture

SLIMS

10



Made in Canada
54-11-25

SLIMS
Couture

Couture

**SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer,
Heart Disease, Emphysema, And May Complicate Pregnancy.**

Couture

TURQUOISE

AN EXQUISITELY BLENDED TOBACCO SET IN A HIGHLY STYLIZED CIGARETTE CAN ONLY BE CALLED COUTURE...

200 SLIM CIGARETTES

Couture

SLIMS

TURQUOISE

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

TURQUOISE



Made in Canada
54-TL-25

TURQUOISE

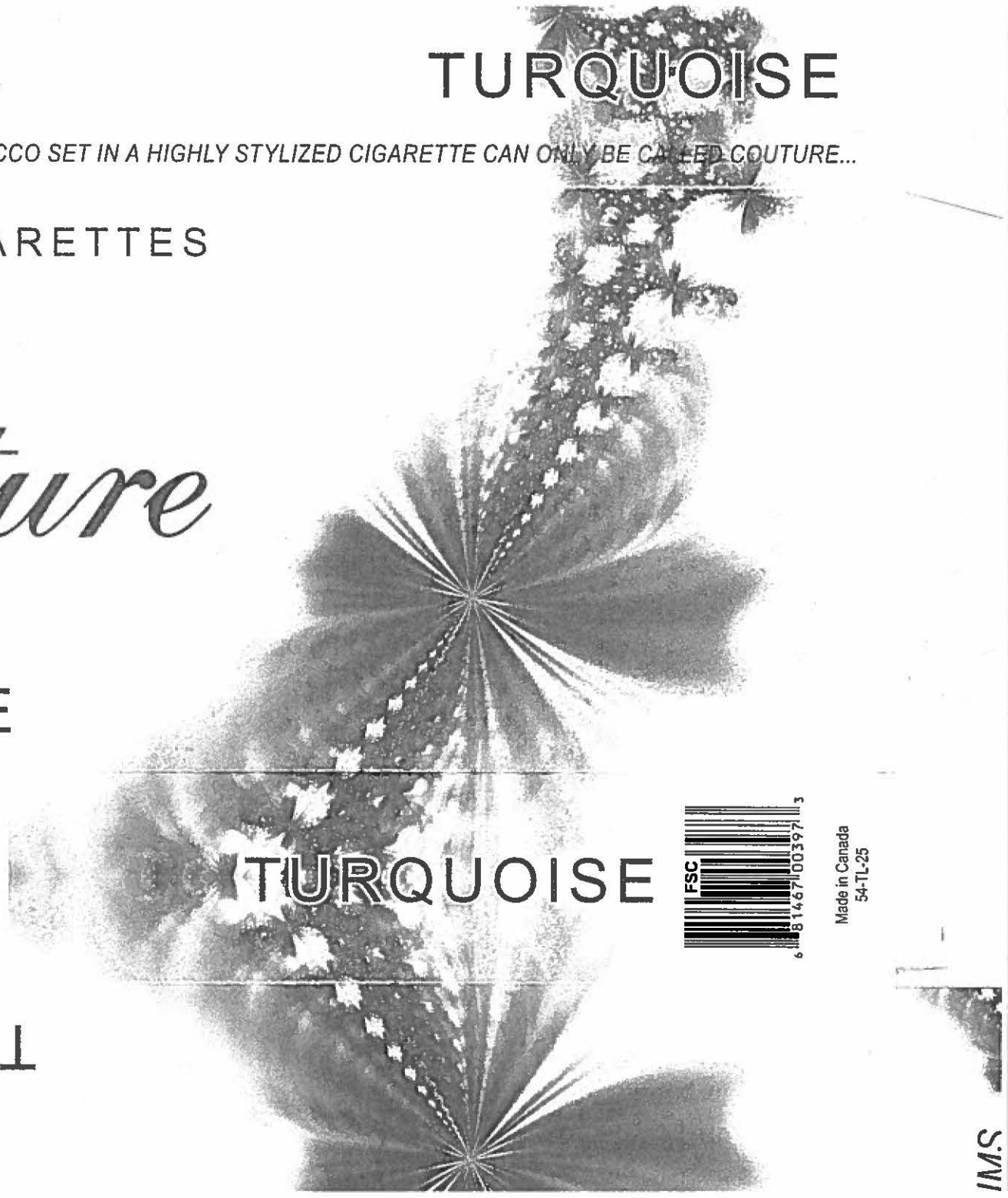
SLIMS

F2-SL100-COUSA-TUR-CT 1

7/97

Down
TIPON

IMS





Division of
Advertising Practices

United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

December 5, 2012

Erin Morgan
Rock River Manufacturing
505 Ho-Chunk Plaza
Winnebago, NE 68071

Dear Ms. Morgan:

The Federal Trade Commission has delegated to the Associate Director for Advertising Practices its authority to review cigarette health warning display plans submitted to the Commission pursuant to Section 1333(c) of the Federal Cigarette Labeling and Advertising Act, 15 U.S.C. § 1331 *et seq.* ("the Cigarette Act"). Pursuant to that delegation, I have reviewed a revised proposed plan filed by Rock River Manufacturing ("Rock River") on November 29, 2012, calling for simultaneous display (*i.e.*, the alternative to quarterly rotation) of the four health warnings on packaging for certain varieties of the "One Spirit," "Seneca," and "Couture" brands of cigarettes.

Rock River's sales appear to qualify for the aforementioned alternative to quarterly rotation of the warnings on packaging, and the warnings on the sample packs and cartons submitted with Rock River's letters on the following dates appear to meet the requirements of the Cigarette Act in force as of the date of this letter for size and conspicuousness:

<u>Brand</u>	<u>Date(s)</u>
One Spirit	August 2, 2012 (cartons) October 1, 2012 (packs) ¹
Seneca	September 28, 2012 November 9, 2012
Couture	September 28, 2012

¹ Although the warnings on the packs for the One Spirit brand submitted on August 2, 2012 did not meet the size requirements of the Cigarette Act, corrected samples were submitted on October 1, 2012.

Erin Morgan
December 5, 2012
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Accordingly, Rock River's plan for simultaneous display of the four health warnings on packaging is hereby approved for the following varieties:

- Five box varieties of the One Spirit brand: Full Flavor 100's, Smooth 100's, Ultra Smooth 100's, Menthol 100's, and Menthol Smooth 100's;
- Thirty-four varieties of the Seneca brand: Full Flavor Kings (soft pack and box), Blue Kings (soft pack and box), Silver Kings (soft pack and box), Menthol Kings (soft pack and box), Smooth Menthol Kings (soft pack and box), Medium Kings box, Non-Filter Kings box, Chill Kings box, Full Flavor 100's (soft pack and box), Blue 100's (soft pack and box), Silver 100's (soft pack and box), Menthol 100's (soft pack and box), Smooth Menthol 100's (soft pack and box), Extra Smooth Menthol 100's (soft pack and box), Medium 100's box, Full Flavor 120's box, Smooth 120's box, Ultra 120's box, Menthol 120's box, Smooth Menthol 120's box, Full Flavor 72's box, Blue 72's box, and Menthol 72's box; and
- Six "Slims" king size box varieties of the Couture brand: Ruby, Amethyst, Diamond, Sapphire, Turquoise, and Aquamarine.

This approval pertains only to packaging that meets the requirements of the Cigarette Act in force as of the date of this letter. Furthermore, the four health warnings must appear exactly as shown on the packs and cartons that the Commission approved.

Approval of the plan is contingent on its good faith implementation. We may ask for information demonstrating proper implementation of the plan.² The Cigarette Act provides that any person who violates its provisions is guilty of a misdemeanor.

If Rock River decides to advertise in the future, it must submit a plan detailing how it will comply with the requirements of the Cigarette Act with respect to display of the health warning statements in advertisements.

Please note that this letter only approves Rock River's cigarette health warning statement rotation plan with respect to the statutory requirements in force prior to the June 22, 2009 enactment of the Family Smoking Prevention and Tobacco Control Act ("FSPTCA") concerning the rotation, size, and conspicuousness of the warnings on Rock River's packaging. Moreover, it is not in any way an approval of any other design element, statement, or representation made on packaging for Rock River's cigarettes. Nor does this letter purport to interpret or express any opinion about the adequacy of Rock River's packaging under the FSPTCA or any regulations that have been or might be promulgated by the Department of Health and Human Services under that statute, including but not limited to the Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco to Protect Children and Adolescents (published March 19, 2010).

² Knowingly and willfully making false statements to a federal government agency is a crime punishable by a fine and/or imprisonment. 18 U.S.C. § 1001.

Erin Morgan
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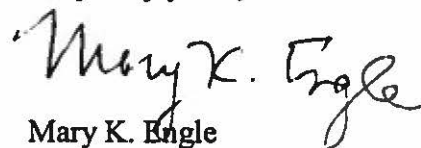
Because the FSPTCA imposes additional legal requirements on the marketing and sale of cigarettes, you should ensure that you are in compliance with those requirements. For example, since September 22, 2009, the use of certain characterizing flavors (other than tobacco or menthol) in cigarettes has been prohibited. You can find additional information at www.fda.gov/TobaccoProducts/default.htm, and sign up for FDA email updates at www.fda.gov/TobaccoProducts/ResourcesforYou/ucm176164.htm.

Please note that Section 802 of the Tariff Suspension and Trade Act of 2000 prohibits the importation of cigarettes unless at the time of entry the importer presents a sworn statement signed by the original cigarette manufacturer stating that the manufacturer has submitted and will continue to submit the list of ingredients to FDA.

This approval is effective on the date of this letter and runs through December 4, 2013, or until the authority to approve cigarette health warning statement plans moves from the FTC to the FDA, whichever comes first.

If you have any questions regarding this approval, please contact William Ducklow at (202) 326-2407.

Very truly yours,



Mary K. Engle
Associate Director

LAW OFFICES OF ERIC F. FACER, PLLC

1025 CONNECTICUT AVENUE, N.W.
SUITE 1000
WASHINGTON, D.C. 20036
(202) 464-0400
eff@f-slaw.com

December 5, 2012

Via Federal Express and E-mail (sschools@ftc.gov)

Ms. Mary K. Engle
Associate Director
Division of Advertising Practices
Federal Trade Commission
601 New Jersey Avenue, N.W.
Washington, DC 20001

Re: Great Swamp Enterprises, Inc.
Health Warning Rotation Advertising Plan for the Cayuga Brand—Revised

Dear Ms. Engle:

Earlier this year, Great Swamp Enterprises Inc. ("Great Swamp") submitted its annual Surgeon General's Equalization Plan (the "Plan") as required under the *Federal Cigarette Labeling and Advertising Act of 1984*, 15 U.S.C. § 1331 *et seq.* (1998), as amended (the "FCLAA") for eleven (11) styles of Cayuga cigarettes, the only brand manufactured by Great Swamp. In a letter dated February 28, 2012, the Federal Trade Commission communicated its approval of the Plan.

The FTC's approval only encompassed the packaging for the Cayuga brand because, at the time Great Swamp submitted the Plan, it indicated that it did not advertise. Great Swamp now intends to engage in the lawful advertising of all brand styles of its Cayuga brand. As required by the FCLAA, the company, on October 24, 2012, submitted a health warning rotation advertising plan (the "Advertising Plan") to the Commission for its review and approval. In consultation with Mr. Will Bucklow, the FTC official assigned to review our plan, Great Swamp has modified its Advertising Plan and hereby submits it in revised form to the Commission for its review and consideration.

Great Swamp is the manufacturer of the Cayuga brand. Its manufacturing facility is located at 61 Ovid Street, Seneca Falls, NY 13148. Betty Jane Radford is its President and General Manager. It currently manufactures a single brand of Cigarettes—the Cayuga Brand—but it does not import or export any cigarettes.

Ms. Mary K. Engle
December 5, 2012
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Cayuga Brand cigarettes are sold in eleven (11) hard box brand styles. Great Swamp requests that the following eleven (11) styles be included in the Advertising Plan:

Cayuga Dark Green Kings, Cayuga Medium Green Kings, Cayuga Red Kings, Cayuga Blue Kings, Cayuga Gold Kings, Cayuga Dark Green 100's, Cayuga Medium Green 100's, Cayuga Light Green 100's, Cayuga Red 100's, Cayuga Blue 100's, Cayuga Gold 100's.

At this time, Great Swamp only intends to engage in print advertising. It does not currently sell any cigarettes via the Internet. Further, it does not have a web site nor does it market any cigarette products on the web sites of others. If, in the future, the company decides to create a web site or otherwise advertise its cigarettes on the Internet, it will submit a proposed Internet marketing and advertising plan to the FTC for its prior approval.

The company's print advertising will appear, to the extent permitted by federal and state law, in newspapers and magazines, and on posters for in-store displays. We do not contemplate advertising on billboards at this time.

We have reviewed the Plan for Rotational Health Warnings on Cigarette Packages and Advertisements jointly submitted in 1985 by several large tobacco companies (the "1985 Plan"). We will use the warning format and sizes submitted with the 1985 Plan, and we will place the warnings in our advertisements as specified therein.

Our print advertisements will appear in the following six different sizes:

1. 0 to 65 square inches.
2. 65 to 110 square inches.
3. 110 to 180 square inches.
4. 180 to 360 square inches.
5. 360 to 470 square inches.
6. 470 to 720 square inches.

A copy of the warning format that will be used for each of these six different sizes is enclosed (copies utilizing each of the four approved warnings are provided for each of the six sizes). For the first two sizes we have attached an alternate format that we may sometimes use, as permitted by the exhibits in the Schedule For Warnings in Advertisements. All warning statements will be printed black on white.

The warnings on our print advertising for our Cayuga brand will be rotated quarterly in accordance with the following schedule:

Ms. Mary K. Engle
December 5, 2012
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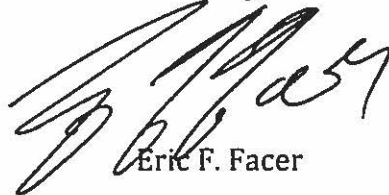
<u>Calendar Quarter</u>	<u>Cayuga Brand</u>
1 st Quarter (Jan. – Mar.)	A
2 nd Quarter (Apr. – June)	B
3 rd Quarter (July – Sept.)	C
4 th Quarter (Oct. – Dec.)	D

The warnings are as follows:

- A. **SURGEON GENERAL'S WARNING:** Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
- B. **SURGEON GENERAL'S WARNING:** Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.
- C. **SURGEON GENERAL'S WARNING:** Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.
- D. **SURGEON GENERAL'S WARNING:** Cigarette Smoke Contains Carbon Monoxide.

We submit that the foregoing complies with the requirements of the FCLAA, and request expedited approval of this request. Should you require any additional information in order to review and approve the health warning rotation advertising plan of Great Swamp Enterprises, Inc. for the Cayuga brand, please feel free to contact me at any time. Please fax the approval of the Advertising Plan to me at 202/464-0404 (F). Thank you for your assistance.

Sincerely,



Eric F. Facer

Enclosures



Division of
Advertising Practices

United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

December 11, 2012

Eric F. Facer
Law Offices of Eric F. Facer, PLLC
1025 Connecticut Avenue, N.W.
Suite 1000
Washington, D.C. 20036

Dear Mr. Facer:

The Federal Trade Commission has delegated to the Associate Director for Advertising Practices its authority to review cigarette health warning display plans submitted to the Commission pursuant to Section 1333(c) of the Federal Cigarette Labeling and Advertising Act, 15 U.S.C. § 1331, *et seq.* (“the Cigarette Act”). Pursuant to that delegation, I have reviewed a revised proposed plan filed on behalf of Great Swamp Enterprises, Inc. (“Great Swamp”) on December 5, 2012, calling for quarterly rotation of the four health warnings in print advertising up to 720 square inches in size for the Cayuga brand of cigarettes.

Great Swamp’s plan for rotation of the warnings in print advertising up to 720 square inches in size for the Cayuga brand is hereby approved. Approval of the plan assumes that the plan is implemented in good faith.

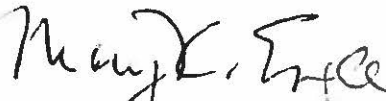
Please note that this letter is not an approval of any statement or representation made in advertising for Great Swamp’s cigarettes. Nor does this letter purport to interpret or express any opinion about the adequacy of Great Swamp’s advertising and packaging under the Family Smoking Prevention and Tobacco Control Act (“FSPTCA”) or any regulations that have been or might be promulgated by the Department of Health and Human Services under that statute, including but not limited to the Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco to Protect Children and Adolescents (published March 19, 2010).

Because the FSPTCA imposes additional legal requirements on the marketing and sale of cigarettes, you should ensure that you are in compliance with those requirements. For example, since September 22, 2009, the use of certain characterizing flavors (other than tobacco or menthol) in cigarettes has been prohibited. You can find additional information at www.fda.gov/TobaccoProducts/default.htm, and sign up for FDA email updates at www.fda.gov/TobaccoProducts/ResourcesforYou/ucm176164.htm.

Eric F. Facer
December 11, 2012
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If you have any questions regarding this approval, please contact William Ducklow at (202) 326-2407.

Very truly yours,

A handwritten signature in black ink that reads "Mary K. Engle". The signature is written in a cursive style with a large initial "M" and a distinct "E" at the end.

Mary K. Engle
Associate Director

**SIX NATIONS MANUFACTURING
11359 SOUTHWESTERN BLVD.
P.O. BOX 377
IRVING, NY 14081
TELE: 716-783-2285
FAX: 716-934-4087**

December 11, 2012

Ms. Mary K. Engle, Associate Director, Division of Advertising Practices
Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580

Re: Cigarette Health Warning Equalization Plan

Dear Ms. Engle:

This letter is being submitted for the approval of the Surgeon General Warning Rotation Plan for packaging and advertising of the Bronco brand of cigarettes and for packaging of the Native Pride brand of cigarettes. The plan is also being submitted for internet advertising on all five of our brands which are "Buffalo", "Senate", "Gator", "Native Pride" and "Bronco". The "Bronco" and "Native Pride" cigarette brands will be manufactured by J. Conrad Seneca, d.b.a. Six Nations Manufacturing. Upon approval of this plan, the manufacturer intends to manufacture these cigarettes under the authority of the Department Of The Treasury, Alcohol and Tobacco Tax and Trade Bureau (Manufacturer of Tobacco Products License TP-NY-15033) and J. Conrad Seneca, d.b.a. Six Nations Manufacturing intends to market and sell these brands. The Buffalo, Gator, and Senate brands are the other brands we manufacture at this time. Six Nations Manufacturing letter dated February 8, 2012 for health warning statement plans for the packaging for the Gator and Senate was approved on February 9, 2012. Six Nations Manufacturing letter dated June 20, 2012 for health warning statement plans for the packaging for the Buffalo was approved on June 21, 2012.

Bronco cigarettes will be manufactured in the following variety of styles:

- (1) Bronco Red Kings Box
- (2) Bronco Gold Kings Box
- (3) Bronco Silver Kings Box
- (4) Bronco Menthol Kings Box
- (5) Bronco Menthol Gold Kings Box
- (6) Bronco Non-Filter Kings Box
- (7) Bronco Red 100's Box
- (8) Bronco Gold 100's Box
- (9) Bronco Silver 100's Box
- (10) Bronco Menthol 100's Box
- (11) Bronco Menthol Gold 100's Box

Native Pride cigarettes will be manufactured in the following variety of styles:

- (1) Robust Full Bodied Flavor King Size Box
- (2) Relaxed Smooth Flavor King Size Box
- (3) Full Bodied Menthol Flavor King Size Box
- (4) Robust Full Bodied Flavor 100's Size Box
- (5) Relaxed Smooth Flavor 100's Size Box
- (6) Full Bodied Menthol Flavor 100's Size Box
- (7) Smooth Menthol Flavor 100's Size Box
- (8) Ultra Smooth Flavor 100's Size Box

These cigarettes will be packaged in 200 count cartons ("Outer Cartons"). Each Outer Carton will contain 10 packs of 20 cigarettes each ("Pack"). The warnings will appear on the packs and cartons for the Bronco brand exactly as shown on the samples submitted on November 15th 2012. For the Native Pride brand the warnings will continue to appear exactly as shown on the samples submitted on November 14th 2011. Under Section 1333(c)(2) J. Conrad Seneca, d.b.a. Six Nations Manufacturing will display the four surgeon general health warnings an equal number of times on the packs and cartons for each brand style of the Bronco and Native Pride brands for the one year period beginning on the date of approval of this plan. Six Nations Manufacturing assures the printing of an equal number of the four warning labels produced throughout the year by working with its packaging vendors to design pre-printing layouts by purchase order in equal amounts of the four warning labels for the packs and cartons or each brand style per production run. We have attached "Schedule A" as our actual annual production volume by style for 2011 and have attached "Schedule B" as an estimate for our annual production volume by style for 2012.

In internet advertising, the warnings shall be displayed in an unavoidable manner on every web page, where it may be viewed without scrolling and shall not be accessed thru pop-ups, hyperlinks, interstitials, or other similar means. We will use the warning formats that were submitted with the 1985 plan of the five leading U.S. cigarette manufacturers and the size of the warnings shall be proportionate to these warning formats. Warnings will be rotated as per Schedule "C". For advertising for multiple brands of cigarettes or for no specific brand the warnings shall be rotated as per our "Buffalo" brand shown in Schedule "C". Examples of how the warnings will appear are attached as Schedule "D".

J. Conrad Seneca, d.b.a. Six Nations Manufacturing plans to use point of sales material to advertise the Bronco brands cigarettes to consumers. J. Conrad Seneca, d.b.a. Six Nations Manufacturing will use the warning formats that were submitted with the 1985 plans of the five leading U.S. Cigarette Manufacturers and will place the warnings as specified in those plans. The warnings will be rotated quarterly according to Schedule C. Copies of the formats that will be used were submitted with our letter dated February 8, 2011 for the Senate and Gator Brands and were approved on February 23, 2011. J. Conrad Seneca, d.b.a. Six Nations Manufacturing's advertisement will not exceed 10 square feet in size. Six Nations Manufacturing's December 6th 2011 plan for advertising of the Native Pride brand was approved on December 12, 2011.

J. Conrad Seneca, d.b.a. Six Nations Manufacturing is aware of the requirements set forth by the Federal Trade Commission in the Cigarette Labeling and Advertising Act and the company's efforts are always to be fully compliant with the regulations. J. Conrad Seneca, d.b.a. Six Nations Manufacturing will maintain records of compliance with the approved plan. If there are any questions or concerns regarding these plans, please contact me.

Sincerely,

A handwritten signature in black ink, appearing to read 'J. Conrad Seneca', written over a horizontal line.

J. Conrad Seneca, Owner

SCHEDULE A: Actual annual (1/1/2011 - 12/31/2011) production volume by Six Nations Manufacturing for Senate, Gator, Buffalo & Native Pride Cigarettes by style in cases, cartons, packs and sticks:

Style	Cases	Cartons	Packs	Cigarettes
Native Pride Robust Full Bodied Flavor King Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Native Pride Relaxed Smooth Flavor King Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Native Pride Full Bodied Menthol King Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Native Pride Robust Full Bodied Flavor 100's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Native Pride Relaxed Smooth Flavor 100's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Native Pride Full Bodied Menthol 100's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Native Pride Smooth Menthol Flavor 100's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Native Pride Ultra Smooth Flavor 100's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Senate Full Flavor King's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Senate Smooth King's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Senate Menthol King's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Senate Menthol Smooth King's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Senate Ultra Smooth King's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Senate Non-Filter King's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Senate Full Flavor 100's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Senate Smooth 100's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Senate Menthol 100's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Senate Menthol Smooth 100's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Senate Ultra Smooth 100's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Gator Full Flavor King's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Gator Smooth King's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Gator Menthol King's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Gator Menthol Smooth King's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Gator Ultra Smooth King's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Gator Non-Filter King's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Gator Full Flavor 100's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Gator Smooth 100's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Gator Menthol 100's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Gator Menthol Smooth 100's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Gator Ultra Smooth 100's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Full Flavor King's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Smooth King's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Menthol King's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Menthol Smooth King's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Ultra Smooth King's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Non-Filter King's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Full Flavor 100's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Smooth 100's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Menthol 100's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Menthol Smooth 100's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Ultra Smooth 100's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Full Flavor 100's Size Soft	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Smooth 100's Size Soft	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Menthol 100's Size Soft	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Menthol Smooth 100's Size Soft	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Ultra Smooth 100's Size Soft	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Totals	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

SCHEDULE B: Estimated annual (1/1/2012 -12/31/2012) production volume by Six Nations Manufacturing for Senate, Gator, Buffalo, Native Pride and Bronco Cigarettes by style in cases, cartons, packs and sticks:

Style	Cases	Cartons	Packs	Cigarettes
Bronco Red Kings Box				
Bronco Gold Kings Box				
Bronco Silver Kings Box				
Bronco Menthol Kings Box				
Bronco Menthol Gold Kings Box				
Bronco Non-Filter Kings Box				
Bronco Red 100's Box				
Bronco Gold 100's Box				
Bronco Silver 100's Box				
Bronco Menthol 100's Box				
Bronco Menthol Gold 100's Box				
Native Pride Robust Full Bodied Flavor King Size Box				
Native Pride Relaxed Smooth Flavor King Size Box				
Native Pride Full Bodied Menthol King Size Box				
Native Pride Robust Full Bodied Flavor 100's Size Box				
Native Pride Relaxed Smooth Flavor 100's Size Box				
Native Pride Full Bodied Menthol 100's Size Box				
Native Pride Smooth Menthol Flavor 100's Size Box				
Native Pride Ultra Smooth Flavor 100's Size Box				
Senate Full Flavor King's Size Box				
Senate Smooth King's Size Box				
Senate Menthol King's Size Box				
Senate Menthol Smooth King's Size Box				
Senate Ultra Smooth King's Size Box				
Senate Non-Filter King's Size Box				
Senate Full Flavor 100's Size Box				
Senate Smooth 100's Size Box				
Senate Menthol 100's Size Box				
Senate Menthol Smooth 100's Size Box				
Senate Ultra Smooth 100's Size Box				
Gator Full Flavor King's Size Box				
Gator Smooth King's Size Box				
Gator Menthol King's Size Box				
Gator Menthol Smooth King's Size Box				
Gator Ultra Smooth King's Size Box				
Gator Non-Filter King's Size Box				
Gator Full Flavor 100's Size Box				
Gator Smooth 100's Size Box				
Gator Menthol 100's Size Box				
Gator Menthol Smooth 100's Size Box				
Gator Ultra Smooth 100's Size Box				

SCHEDULE B: Estimated annual (1/1/2012 -12/31/2012) production volume by Six Nations Manufacturing for Senate, Gator, Buffalo, Native Pride and Bronco Cigarettes by style in cases, cartons, packs and sticks: (continued)

Style	Cases	Cartons	Packs	Cigarettes
Buffalo Full Flavor King's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Smooth King's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Menthol King's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Menthol Smooth King's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Ultra Smooth King's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Non-Filter King's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Full Flavor 100's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Smooth 100's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Menthol 100's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Menthol Smooth 100's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Ultra Smooth 100's Size Box	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Full Flavor 100's Size Soft	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Smooth 100's Size Soft	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Menthol 100's Size Soft	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Menthol Smooth 100's Size Soft	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Buffalo Ultra Smooth 100's Size Soft	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Totals	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

Schedule C

Rotation Schedule for Advertising and Promotional Materials

Quarter	Buffalo	Senate	Gator	Native Pride	Bronco
Q1 Jan - Mar	A	B	C	D	A
Q2 Apr - Jun	B	C	D	A	B
Q3 Jul - Sep	C	D	A	B	C
Q4 Oct - Dec	D	A	B	C	D

"A" SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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

"C" SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

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

Selected packaging samples from those
submitted with the plan.

HINGE-TOP BOX™

BRONCO



UNDERAGE
SALE
PROHIBITED

BRONCO

8

GOLD

KING BOX

BRONCO



PREMIUM BLENDED TOBACCO

KING BOX

GOLD

BRONCO

9937368

6N-01176
QS

PREMIUM BLENDED TOBACCO



13065 01176
FSC
TP-NY-15033
MADE IN U.S.A.
www.bronco.com
GUEL YORN TOBACCO

CLASS A
20
CIGARETTES

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

SURGEON GENERAL'S WARNING:
Smoking Causes Lung Cancer,
Heart Disease, Emphysema,
And May Complicate Pregnancy.



BRONCO®

GE-TOP BOX™ XOX

INDERAGE
SALE
ROHIBITED

BRONCO®

100's BOX



PREMIUM BLENDED TOBACCO

BRONCO®



TP-NY-15033



GIEL YORK TOBACCO
www.broncocigarettes.com

MADE IN U.S.A.

CLASS A
200
CIGARETTES



PREMIUM BLENDED TOBACCO



Division of
Advertising Practices

United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

December 17, 2012

J. Conrad Seneca
Six Nations Manufacturing
11359 Southwestern Blvd.
P.O. Box 377
Irving, NY 14081

Dear Mr. Seneca:

The Federal Trade Commission has delegated to the Associate Director for Advertising Practices its authority to review cigarette health warning display plans submitted to the Commission pursuant to Section 1333(c) of the Federal Cigarette Labeling and Advertising Act, 15 U.S.C. § 1331, *et seq.* ("the Cigarette Act"). Pursuant to that delegation, I have reviewed a revised proposed plan filed on behalf of J. Conrad Seneca d/b/a Six Nations Manufacturing ("Six Nations") on December 11, 2012, calling for: (1) quarterly rotation of the four health warnings in point-of-sale advertising up to ten square feet in size for the Bronco brand of cigarettes; (2) quarterly rotation of the four health warnings in Internet advertising for the Bronco, Buffalo, Senate, Gator, and Native Pride brands; and (3) simultaneous display (*i.e.*, the alternative to quarterly rotation) of the four health warnings on packaging for certain varieties of the Native Pride and Bronco brands.

Six Nations' plan for rotation and display of the four health warnings in the aforementioned advertising for the Bronco, Buffalo, Senate, Gator, and Native Pride brands of cigarettes is hereby approved. Approval of the plan assumes that the plan is implemented in good faith. With respect to the question of whether it is legal to advertise cigarettes on the Internet, Section 1335 of the Cigarette Act prohibits advertising cigarettes on any medium of electronic communication subject to the jurisdiction of the Federal Communications Commission. The enforcement of that provision is the responsibility of the Department of Justice and you should contact them directly (Kenneth Maddox at 202-307-0092) to determine whether such advertising on the Internet is permissible.

Six Nations' sales appear to qualify for the aforementioned alternative to quarterly rotation of the warnings on packaging, and the warnings on the sample packs and cartons

PIÑERA-VAZQUEZ LAW FIRM

Professional Association

CCM International Center
1900 Southwest 3rd Avenue
Miami, Florida 33129
305.443.0629 telephone
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spinera@aol.com

December 10, 2012

Ms. Mary K. Engle
Associate Director
Division of Advertising Practices
Federal Trade Commission
601 Pennsylvania Avenue, N.W.
Washington D.C. 20580

**RE: Cigarette Health Warning Rotation Plan Submitted by
R.G. Logistics for RRR Brand**

Dear Ms. Engle:

On behalf of our client, R.G. Logistics, Inc. ("RG Logistics"), we submit the Surgeon General rotation plan as required under the Federal Cigarette Labeling and Advertising Act of 1984. See 15 U.S.C. §1331, *et. seq.* The director of RG Logistics is Richard Garcia and the corporate address is 9771 NW 91st Court, Medley, Florida 33178. The cigarettes covered by the proposed plan are cigarettes that will be manufactured in the United States, are produced to our client's specifications, and are complete with the health warnings that comply with the Surgeon General warning language set forth in the statute.

The cigarettes covered by this plan are the "RRR" brand – (1) RRR Full Flavor 100 mm (soft pack); (2) RRR Gold 100 mm (soft pack); (3) RRR Silver 100 mm (soft pack); (4) RRR Menthol 100 mm (soft pack); and (5) RRR Menthol Smooth 100 mm (soft pack). During the past two years, RG Logistics, has not imported or manufactured any cigarettes. Our client anticipates that the volume of cigarettes sold in 2012 will not exceed [REDACTED] sticks of any single brand style.

RG Logistics respectfully submits that the cigarettes manufactured by RG Logistics qualifies for the requested rotation plan insofar as all requirements set forth in Section 1333 have been met. More specifically, the one-fourth of the percent requirement, meaning that the number of cigarettes of each brand style sold in the fiscal year of the manufacturer or importer preceding the submission of the application is less than one-fourth of one percent of all cigarettes sold in the United States, has been met as demonstrated by the quantity of cigarettes imported or manufactured for sale. As a result, all of the brand styles qualify since all brand sales are below the one-fourth of one percent requirement as set forth above.

Therefore, RG Logistics qualifies for the alternative to the quarterly rotation of the Surgeon General Health Warnings. Under this plan, all four Surgeon General's Health Warnings will appear an equal number of times on the packs and cartons of each brand style that are manufactured during the one-year period beginning on the date this plan is approved. RG Logistics will monitor the production and maintain a log to ensure that the health warnings will be produced in such a manner so as to result in the equal rotation of the four health warnings within each production lot for the United States market. RG Logistics will achieve equalization by having all four warnings print simultaneously in equal numbers at the time of both the pack and carton print runs for each brand style.

The health warnings will appear exactly as shown on the samples submitted with our October 9, 2012 correspondence. RG Logistics will maintain records of compliance with the approved plan. RG Logistics will ensure that the cigarettes are manufactured to meet all United States packaging requirements including the location and display of the Surgeon General's Health Warning.

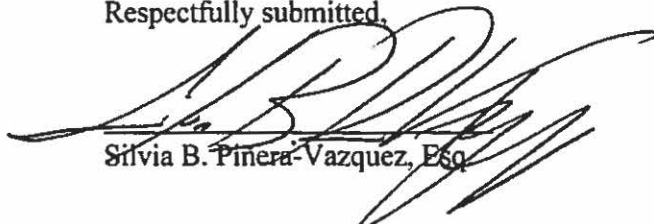
The four health warnings to be used in equal rotation on the packs and cartons are:

1. **SURGEON GENERAL'S WARNING:** Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.
2. **SURGEON GENERAL'S WARNING:** Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
3. **SURGEON GENERAL'S WARNING:** Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.
4. **SURGEON GENERAL'S WARNING:** Cigarette Smoke Contains Carbon Monoxide.

RG Logistics does not presently advertise the RRR brand of cigarettes to consumers. In the future, if RG Logistics does elect to advertise to consumers, RG Logistics will submit a plan to the Federal Trade Commission for approval.

On behalf of our client, RG Logistics, we submit that the foregoing complies with the requirements set forth in the Federal Cigarette Labeling and Advertising Act, as amended, and request expedited approval of this request. Should you require any additional information with respect to the foregoing, please contact the undersigned.

Respectfully submitted,



Silvia B. Piñera-Vazquez, Esq.

SBP/yv.enc

Selected packaging samples from those
submitted with the plan.

PREMIUM
FILTER CIGARETTES



RRR

SILVER
20 CLASS A CIGARETTES

TPB

UNDERAGE
SALE
PROHIBITED

SURGEON GENERAL'S WARNING:
Smoking Causes Lung Cancer, Heart Disease,
Emphysema, And May Complicate Pregnancy.

PREMIUM
FILTER CIGARETTES



RRR

SILVER
20 CLASS A CIGARETTES

RRR

Please Don't Litter

Manufactured by
and under the
authority of
RG Logistics Inc.
USA, Medley, FL
33178





MENTHOL



RRR

200 CLASS A
CIGARETTES

RRR

RRR
MENTHOL

SURGEON GENERAL'S WARNING: Smoking By
Pregnant Women May Result in Fetal Injury,
Premature Birth, And Low Birth Weight.

RRR



MENTHOL
PREMIUM FILTER CIGARETTES





Division of
Advertising Practices

United States of America
FEDERAL TRADE COMMISSION
Washington, D.C. 20580

December 17, 2012

Silvia B. Piñera-Vazquez
Piñera-Vazquez Law Firm
CCM International Center
1900 Southwest 3rd Avenue
Miami, FL 33129

Dear Ms. Piñera-Vazquez:

The Federal Trade Commission has delegated to the Associate Director for Advertising Practices its authority to review cigarette health warning display plans submitted to the Commission pursuant to Section 1333(c) of the Federal Cigarette Labeling and Advertising Act, 15 U.S.C. § 1331, *et seq.* ("the Cigarette Act"). Pursuant to that delegation, I have reviewed a revised proposed plan filed on behalf of R.G. Logistics, Inc. on December 10, 2012, calling for simultaneous display (*i.e.*, the alternative to quarterly rotation) of the four health warnings on packaging for certain varieties of the RRR brand of cigarettes.

R.G. Logistics' sales appear to qualify for the aforementioned alternative to quarterly rotation of the warnings on packaging, and the warnings on the sample packs and cartons submitted with your letter dated October 9, 2012 appear to meet the requirements of the Cigarette Act in force as of the date of this letter. Accordingly, R.G. Logistics' plan for simultaneous display of the four health warnings on packaging is hereby approved for the following five soft pack varieties of RRR brand: Full Flavor 100's, Gold 100's, Silver 100's, Menthol 100's, and Menthol Smooth 100's.

Approval of R.G. Logistics' plan is contingent on its good faith implementation. We may ask for information demonstrating proper implementation of the plan.¹ The Cigarette Act provides that any person who violates its provisions is guilty of a misdemeanor.

If R.G. Logistics decides to advertise in the future, it must submit a plan detailing how it will comply with the requirements of the Cigarette Act with respect to display of the health warning statements in advertisements.

¹ Knowingly and willfully making false statements to a federal government agency is a crime punishable by a fine and/or imprisonment. 18 U.S.C. § 1001.

Silvia B. Piñera-Vazquez
December 17, 2012
Page 2

Please note that this letter only approves R.G. Logistics' cigarette health warning statement rotation plan with respect to the statutory requirements in force prior to the June 22, 2009 enactment of the Family Smoking Prevention and Tobacco Control Act ("FSPTCA") concerning the rotation, size, and conspicuousness of the warnings on R.G. Logistics' packaging. Moreover, it is not in any way an approval of any other design element, statement, or representation made on packaging for R.G. Logistics' cigarettes. Nor does this letter purport to interpret or express any opinion about the adequacy of R.G. Logistics' packaging under the FSPTCA or any regulations that have been or might be promulgated by the Department of Health and Human Services under that statute, including but not limited to the Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco to Protect Children and Adolescents (published March 19, 2010).

Because the FSPTCA imposes additional legal requirements on the marketing and sale of cigarettes, you should ensure that you are in compliance with those requirements. For example, since September 22, 2009, the use of certain characterizing flavors (other than tobacco or menthol) in cigarettes has been prohibited. You can find additional information at www.fda.gov/TobaccoProducts/default.htm, and sign up for FDA email updates at www.fda.gov/TobaccoProducts/ResourcesforYou/ucm176164.htm.

This approval is effective on the date of this letter and runs through December 16, 2013, or until the authority to approve cigarette health warning statement plans moves from the FTC to the FDA, whichever comes first.

If you have any questions regarding this approval, please contact Caitlyn Brady at (202) 326-2848.

Very truly yours,



Mary K. Engle
Associate Director