

**UNITED STATES DISTRICT COURT
DISTRICT OF COLUMBIA**

FEDERAL TRADE COMMISSION,)	
)	
Plaintiff,)	
v.)	Civ. No. 1:00CV01501 TFH
)	
SWEDISH MATCH NORTH)	PUBLIC VERSION
AMERICA INC., <i>et al.</i> ,)	
)	
Defendants.)	

PLAINTIFF'S EXHIBIT LIST

Plaintiff's Exhibit No.	Document Description	Document No.	Source
PX 1			
PX 2			
PX 3			
PX 4			

Plaintiff's Exhibit No.	Document Description	Document No.	Source
PX 5			
PX 6			
PX 7			
PX 8			
PX 9			
PX 10			
PX 11			
PX 12			
PX 13			
PX 14			
PX 15			

Plaintiff's Exhibit No.	Document Description	Document No.	Source
PX 16			
PX 17			
PX 18			
PX 19			
PX 20			
PX 21			
PX 22			
PX 23			
PX 24			
PX 25			
PX 26			

Plaintiff's Exhibit No.	Document Description	Document No.	Source
--------------------------------	-----------------------------	---------------------	---------------

PX 27

PX 28

PX 29

PX 30

PX 31

PX 32

PX 33

PX 34

PX 35

PX 36

Plaintiff's Exhibit No.	Document Description	Document No.	Source
--------------------------------	-----------------------------	---------------------	---------------

PX 37

PX 38

PX 39

PX 40

PX 41

PX 42

PX 43

PX 44

PX 45

Plaintiff's Exhibit No.	Document Description	Document No.	Source
PX 46			
PX 47	Swedish Match Annual Report 1996, undated.	Cover Page, Table of Contents, Pages 1-66	Swedish Match
PX 48	Swedish Match Annual Report 1997, undated.	Cover Page, Pages 1-74	Swedish Match
PX 49	Swedish Match Annual Report 1998, undated.	Cover Page, Table of Contents, Pages 1-58	Swedish Match
PX 50	Swedish Match Annual Report 1999, undated.	Cover Page, Table of Contents, Pages 1-66	Swedish Match

Plaintiff's Exhibit No.	Document Description	Document No.	Source
PX 60			
PX 61			
PX 62			
PX 63			
PX 64			
PX 65			
PX 66			
PX 67			
PX 68			
PX 69			
PX 70			
PX 71			
PX 72			
PX 73			
PX 74			
PX 75			
PX 76			
PX 77			
PX 78			
PX 79			
PX 80			
PX 81			
PX 82			
PX 83			

Plaintiff's Exhibit No.	Document Description	Document No.	Source
PX 84			
PX 85			
PX 86			
PX 87			
PX 88			
PX 89			
PX 90			
PX 91			
PX 92			
PX 93			
PX 94			
PX 95			
PX 96			
PX 97			
PX 98			
PX 99			
PX 100			
PX 101			
PX 102			
PX 103			
PX 104			
PX 105			
PX 106			
PX 107			
PX 108			
PX 109			
PX 110			

Plaintiff's Exhibit No.	Document Description	Document No.	Source
PX 111			
PX 112			
PX 113			
PX 114			
PX 115			
PX 116			
PX 117			
PX 118			
PX 119			
PX 120			
PX 121			
PX 122			
PX 123			
PX 124			
PX 125			
PX 126	Securities and Exchange Commission, Amendment No. 1 to Form S-4, North Atlantic Trading Company, Inc., Registration Statement Under The Securities Act of 1933, dated 9/17/97.	Pages 3-95	SEC

Plaintiff's Exhibit No.	Document Description	Document No.	Source
PX 127			
PX 128			
PX 129			
PX 130			
PX 131			
PX 132			
PX 133			
PX 134			
PX 135			
PX 136			
PX 137			

Plaintiff's Exhibit No.	Document Description	Document No.	Source
PX 138			
PX 139			
PX 140			
PX 141			
PX 142			
PX 143	North Atlantic Trading Co., Inc., Annual Report, Form 10-K, Fiscal Year Ended 12/31/97.	Pages 1-43	SEC
PX 144	North Atlantic Trading Co., Inc., Commission's Annual Report, Form 10-K, Fiscal Year Ended 12/31/98.	Pages 1-80	SEC
PX 145	North Atlantic Trading Co., Inc., Annual Report, Form 10-K, Fiscal Year Ended 12/31/99.	Pages 1-85	SEC
PX 146			
PX 147			
PX 148			
PX 149			

Plaintiff's Exhibit No.	Document Description	Document No.	Source
PX 150			
PX 151			
PX 152			
PX 153			
PX 154			
PX 155			
PX 156			
PX 157			
PX 158			
PX 159			
PX 160			
PX 161			

Plaintiff's Exhibit No.	Document Description	Document No.	Source
--------------------------------	-----------------------------	---------------------	---------------

PX 167

PX 168

PX 169

PX 170

PX 171

PX 172

PX 173

PX 174

Plaintiff's Exhibit No.	Document Description	Document No.	Source
PX 175			
PX 176			
PX 177	Transcript of William G. McClure, III, Business Consultant and Partner, Law Firm in Richmond at a Jury Trial, Volume X-A, Before Thomas B. Russell, United States District Judge, dated 3/13/00.	Pages 1-10	FTC
PX 178			
PX 179			
PX 180			
PX 181			
PX 182			
PX 183			
PX 184			
PX 185			
PX 186			
PX 187			
PX 188			
PX 189			
PX 190			
PX 191			
PX 192			
PX 193			

Plaintiff's Exhibit No.	Document Description	Document No.	Source
PX 194			
PX 195			
PX 196			
PX 197			
PX 198			
PX 199			
PX 200	Declaration of Harold Price, Senior Vice President of Sales & Marketing, Swedish Match North America, dated 10/12/99.		

Plaintiff's Exhibit No.	Document Description	Document No.	Source
PX 207			
PX 208			
PX 209			
PX 210			
PX 211			
PX 212			
PX 213			

**Plaintiff's
Exhibit No.**

Document Description

Document No.

Source

PX 214

DEBRA A. VALENTINE
General Counsel

RICHARD G. PARKER
Director
Bureau of Competition
600 Pennsylvania Ave., NW
Washington, D.C. 20580

RICHARD LIEBESKIND
JOHN D. GRAUBERT
LESLIE R. MELMAN
STEVEN L. WILENSKY
JUDITH A. COLE
RHETT R. KRULLA
Attorneys

JACQUELINE TAPP
Investigative Assistant
MARY FORSTER
Industry Analyst

Federal Trade Commission
600 Pennsylvania Avenue, N.W.
Washington, D.C. 20580

