

First Quarter 2007 and 2006 Reconciliation of GAAP to Non-GAAP Financial Measures

The adjusted non-GAAP financial measures below exclude the impact of the net gain on the sale of the Company's corporate headquarters, restructuring charges associated with the Project Momentum cost savings initiative and antitrust litigation charges. The "gain on the sale of corporate headquarters, net" reflects the net impact of the gain recorded on the sale and the amortization of the short-term imputed rent on the property, which will be recognized through Sept. 2007 when the Company relocates its headquarters. For the full year, the net impact of these two items will result in \$.39 per diluted share. These non-GAAP financial measures are not prepared in accordance with generally accepted accounting principles and may be different from non-GAAP measures used by other companies. Non-GAAP financial measures should not be considered as a substitute for, or superior to, measures of financial performance prepared in accordance with GAAP. The Company believes that these non-GAAP financial measures are helpful in assessing ongoing and forecasted operating results. In addition, these non-GAAP financial measures facilitate the Company's internal comparisons to historical operating results and comparisons to competitors' operating results. The Company has included these non-GAAP financial measures below because it believes such measures allow for greater transparency related to supplemental information used by management in its financial and operational analysis. Investors are encouraged to review the reconciliations of the non-GAAP financial measures to their most directly comparable GAAP financial measures as provided below.

Consolidated Operating Income	First Quarter		
	2007	2006	% Change
GAAP operating income	\$177,828	\$196,373	-9.4
Other items:			
Antitrust litigation	122,100	1,350	-
Restructuring charges	3,520	-	-
Gain on sale of corporate headquarters, net	(104,180)	-	-
Adj. non-GAAP operating income	\$199,268	\$197,723	0.8

Consolidated Net Earnings	First Quarter		
	2007	2006	% Change
GAAP net earnings	\$107,513	\$115,913	-7.2
Other items (net of taxes):			
Antitrust litigation	77,752	846	-
Restructuring charges	2,246	-	-
Gain on sale of corporate headquarters, net	(66,467)	-	-
Adj. non-GAAP net earnings	\$121,044	\$116,759	3.7

Consolidated diluted E.P.S.	First Quarter		
	2007	2006	% Change
GAAP diluted E.P.S.	\$0.67	\$0.71	-5.6
Other items (net of taxes):			
Antitrust litigation	0.48	0.01	-
Restructuring charges	0.01	-	-
Gain on sale of corporate headquarters, net	(0.41)	-	-
Adj. non-GAAP diluted E.P.S.	\$0.75	\$0.72	4.2

Smokeless Tobacco Segment Operating Profit	First Quarter		
	2007	2006	% Change
GAAP operating profit	\$70,990	\$191,690	(63.0)
Other items:			
Antitrust litigation	122,100	1,350	-
Restructuring charges	3,233	-	-
Adj. non-GAAP operating profit	\$196,323	\$193,040	1.7