

Sales of the Company's cigar products outside of the United States are currently not material, although the Company has begun to strengthen its presence in the international market for premium and mass market cigars, particularly in Europe, the Middle East, Latin America and Asia, by increasing management's focus on the Company's direct export business. The Company has hired an experienced international marketing manager to concentrate on foreign sales and promotions and currently has a total of 47 agents and distributors in Europe, the Middle East, Latin America and Asia. See Note 15 of Notes to Consolidated Financial Statements.

TRADEMARKS

Trademarks and brand name recognition are important to the Company's business. The Company generally owns the trademarks under which its products are sold. The Company has registered its trademarks in the United States and many other countries and will continue to do so as new trademarks are developed or acquired. The Company does not hold or own the right to use certain of its well-known trademarks and brand names in certain foreign markets. The Company's ability to expand into such markets by capitalizing on the strength of its brand names in the United States may be limited by its right to use or acquire such brand names in those foreign markets.

Unless otherwise indicated, the Company owns the trademarks listed below:

PREMIUM CIGAR TRADEMARKS

Cabanas	Henry Clay	Primo Del Rey
Don Diego	Las Cabrillas	Santa Damiana
Don Marcos	Malaguena	Santa Ynez
Don Miguel	Montecristo(a)	Super Value
Flor de Canarias	Montecruz	Te-Amo
H. Upmann(a)	Por Larranaga(a)	Wonder Blend

MASS MARKET CIGAR TRADEMARKS

Antonio y Cleopatra	El Producto	Roi-Tan
Backwoods	Harvester	Super Value
Ben Franklin	Headline	Supre Sweets
Dutch Masters	La Corona	Wonder Blend
Dutch Treats	Muriel	

PIPE TOBACCO TRADEMARKS

China Black	Mixture No. 79	Three Star Royal
Dutch Masters	Super Value	Wonder Blend
Kriswill		

(a) Trademark is owned by Cuban Cigar Brands, N V, a 51% owned subsidiary of the Company

While the Company does not believe that any single trademark is material to the vitality of its business, it believes that its trademarks taken as a whole are material to its business. Accordingly, the Company