

American Snuff Company, LLC – Cougar Straight Long Cut Product Identification for Voluntary Market Withdrawal

This Product Identification guide provides manufacturer code ranges for product cases, rolls, and cans to assist in the identification of potentially affected product for the Cougar Straight Long Cut voluntary market withdrawal. Printed UPCs for case, roll, and can of the affected brand style are below:

Brand Style Description	Case Printed UPC	Sleeve (Roll) Printed UPC	Can Printed UPC
Cougar Straight Long Cut	000 4210002504 0	0 4210002503 3	0 4210002502 6

Steps for Identifying Potentially Affected Product Cougar Straight Long Cut

Inspect your current inventory (cases, rolls, or cans) of the brand style identified above.

Cases:

- Upon product case inspection, identify the printed Case Code which immediately follows the Product Description on the case (noted in the example to the right). The Case Codes on cases of potentially affected product are listed in the table below:

K4 2914 G2K	K4 2914 G2N	K4 2914 G2Q	K4 2914 G2M
K4 2914 G2L	K4 2914 G2O	K4 2914 G2P	

- If the printed Case Code matches any of the Case Codes above, the product is considered potentially affected and must be segregated from saleable inventory and held separately for RMSC representative inspection.
- If the printed case code does **NOT** match any of the Case Codes above, the product is **NOT** considered potentially affected, and the product can be returned to saleable inventory and can be shipped to fulfill customer orders as usual.

Rolls / Cans:

- For any loose rolls (or individual cans at retail) of the brand style identified above, upon inspection, identify the Code printed on the bottom of the last can in the roll. The Code printed on the bottom of the last can in rolls (or individual cans at retail) of potentially affected product are listed in the table below:

GxxKxQK4	GxxMxQK4	GxxOxQK4	GxxQxQK4
GxxLxQK4	GxxNxQK4	GxxPxQK4	

- If the characters in the Code printed on the bottom of the last can in the roll (or individual cans at retail) match any of the Codes above, the product is considered potentially affected and must be segregated from saleable inventory and held separately for RMSC representative inspection.
- If the characters in the Code printed on the bottom of the last can in the roll (or individual cans at retail) do **NOT** match any of the Codes above, the product is **NOT** considered potentially affected and the product can be returned to saleable inventory and shipped to fulfill customer orders or made available to adult tobacco consumers as usual.

Please note that characters represented as "x" in the codes above will vary and are not relevant to the identification of affected product.

Your RMSC representative will be contacting your location soon to determine if you have potentially affected product on hand and schedule an onsite inspection if needed.

