



October 20, 2017

NOTICE TO ALL LICENSED DISTRIBUTORS AND WHOLESALERS

This Notice is being provided to you pursuant to Revenue and Taxation Code section 30165.1, subdivision (c)(3)(C).

I. TRANSFER OF BRANDS

Effective October 20, 2017, the Wildhorse brand family is listed on the California Tobacco Directory by King Maker Marketing, Inc. The brand was formerly listed on the California Tobacco Directory by Premier Manufacturing, Inc. All of the Wildhorse brand product already in the California supply chain remains lawful for sale.

II. ADDITIONS TO THE CALIFORNIA TOBACCO DIRECTORY

Effective October 20, 2017, the Attorney General's Office added the following brand family and styles to the California Tobacco Directory:

- **Smokin Joes**
 - **New York New York** – nine (9) styles
 - **Red King Box**
 - **Gold King Box**
 - **Menthol King Box**
 - **Red 100 Box**
 - **Gold 100 Box**
 - **Silver 100 Box**
 - **Menthol 100 Box**
 - **Menthol Gold 100 Box**
 - **Non-Filter King Box**

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Questions About This Notice

Thank you for your cooperation. Please send inquiries to:

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WEBSITE: <http://oag.ca.gov/tobacco/directory>

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