

---

**RADIO RADIO RADIO RADIO RADIO RADIO RADIO**

---

**SHANDWICK**

Title: Countdown  
60 Seconds

Date: 12- 20- 99  
Client: Lorillard

---

**SFX/Speaker****Audio**

---

Up with music bed and  
sounds of crowd counting  
down as the ball drops in  
time square.

Crowd: "Ten, nine..."

Announcer

This New Year's Eve, New York is going to be a real  
showstopper.

Crowd: "three, two, one"

No, it's not the famous ball drop in Times Square

...

Sound of lone party  
whistle

It's the fact that New York could become the first state  
to greet the new year with a...

New Tax.

Announcer

That's right, before the end of 1999 the legislature  
could pass a new xx% increase in the excise tax on  
cigarettes. That would make New York's tax the  
largest of its kind in the United States.

New York residents already pay more state, county  
and local taxes per capita than any other state in the

86103019

union. And this past year, New York state government had a budget surplus.

With New York's government coffers overflowing, a new tax is simply unfair.

ALT LINE: WITH NEW YORK'S GOVERNMENT FLUSH WITH CASH, A NEW TAX HIKE IS SIMPLY UNFAIR.

Call your state legislators and let them know how you feel about a new tax increase.

After all, it's the holiday season... it's time to celebrate a new year, not a new tax.

Paid for by the xxx xxxxx xxxxxx x xx x x.

86103020

Hey New York, call your state legislators and let them  
know this new tax increase is a bunch of baloney.

After all, it's the holiday season... it's time to  
celebrate a new year, not a new tax.  
Don't let the politicians push this one through without a fight.

Paid for by the xxx xxxxx xxxxxx x xx x x.

86103021