

## BUTT-IN & WIN

British American Tobacco  
Mr. Paul Adams, CEO  
Mr. Robert W. Drakeford, Head of Patents  
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Dear Mr. Adams, Mr. Drakeford

Thank you for the opportunity to offer you my new invention. As noted, Butt-In meets the criteria as per your policy – a new invention in the area of smoking and health aimed at reducing the risks of smoking – for example, by making the product less hazardous or addictive and that the invention is covered by an existing patent.

Enclosed please find relevant patent and descriptions of the invention.

There is no question that the new laws restricting public smoking has generated a phenomenon that the tobacco industry, government and smokers as well as non-smokers did not foresee – the emergence of a smoking street-culture.

Street –Culture is Butt-In and Butt-In is Smart Smoking.

With this in mind, British American Tobacco can add / generate additional value to their important business segments – sales, advertising and image enhancement. Butt-In is added value in all three categories.

For example, BUTT-IN is a tobacco product that will encourage shop owners, restaurants, bars, cafes etc. to offer their customers a smart smoking device that will enable them to discard their butts intelligently. Each business owner can offer the Butt-In as a give away with the BAT logo engraved / stamped: BAT – Butt-In & Win – Keep our city clean, Keep our beaches, parks, playgrounds, stadiums, building areas clean...

BAT's Street Culture – A product with vision – Butt-In

Ideally, the Butt-In should be placed in each cigarette pack, as well. Always having a Butt-In with your cigarette pack will ensure smart smoking and eliminate hazardous – addictive elements.

The technology and engineering has been tested in a tobacco packaging plant. Inserting the cylinder during the packaging works – without any damage to paper, box and/or smell.

Packaging insertion and delivering the cylinders to the public as stated above will prove to be highly innovative and an invaluable market product. Creating alternative solutions that bolster environmental awareness and reducing risks is what your industry is tasked with.

I believe, based on my research and invention, that the timing is perfect to introduce Butt-In as a viable product. Distinguishing your brand with innovative design in today's new "street culture" is a campaign that will reap huge dividends – globally.

Berlin, for example, would be a wonderful city to start a pilot project. The new smoking - lifestyle "Street Culture" here has begun and businesses are looking for ways to appease their smoking and non-smoking clientele. The timing is perfect.

My goal is to work with you in establishing a partnership and/ or sell you the invention.

The following points - descriptions highlight the benefits you will gain in taking Butt-In to the public:

#### **SMOKING RESTRICTIONS / LAWS HAVE CREATED A NEW STREET CULTURE –**

The opportunity to be part of the progressive change means the tobacco industry must be prepared to create alternative measures in supporting smokers, non-smokers, businesses, city-wide and government projects – campaigns, etc.

BUTT-IN is an innovative solution that will support the tobacco industry.

The Butt-In can be placed in a cigarette pack without damaging the box and paper.

Once inserted into the cigarette box, there is no smell to alter the tobacco.

The burning cigarette is extinguished immediately once placed in the cylinder – a safety measure.

The Butt-In is a built –in "Street-Culture - Smart-Smoking" innovation. A new SMOKING LIFESTYLE has emerged – and shifted to the streets.

The Butt-In material can be aluminium or plastic – both fit inside a cigarette box.

The Butt-In cylinder weighs the same as a cigarette and has the same dimensions – this is a major breakthrough in inserting a Butt-In in each cigarette box – via the assembly packaging process.

Also, the Butt-In can be offered to smokers and non-smokers, restaurants, public buildings, public outdoor places – beaches, lakes, hospitals– any area where there are people smoking and unable to smoke indoors .

Thus – the emergence of the new STREET CULTURE – LIFESTYLE.

Very important fact - The Butt-In was tested in a tobacco assembly line packaging factory. The Butt-In cylinder fit exactly into the packaging process without any problems. Engineering and packaging technology was given a “green-light” on the insertion process.

The space inside a pack of cigarettes permits a perfect fit for the Butt-In cylinder - offering smokers a portable ashtray – cigarette saver.

The BUTT-IN is SMART SMOKING and an added benefit to the environment – image of the tobacco industry, etc.

ADVERTISING – innovative space on the cylinder - sides and bottom permit new advertising campaigns! Street-Culture-Giveaways!

The Butt-In is the future-now in innovative design – packaging; advertising – campaigns; image enhancement for the tobacco industry; eliminating hazardous waste and reducing addictive behaviour patterns – the anti-tobacco groups will welcome the innovative progress being offered / made by the tobacco industry.

BUTT-IN & WIN

In closing, I look forward to meeting you and discussing a future cooperation.

Sincerely,

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