

NEW SMOKING RESTRICTIONS – NEW STREET CULTURE – NEW INNOVATIONS
BUTT-IN

www.buttin.de

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Ms. Margrit Tietz
Product Development / Product Design
REEMTSMA GmbH
An Imperial Tobacco Group
Albert Einstein Ring 7
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Dear Ms. Tietz,

Butt-In's time has arrived. Your reconsideration is requested.

A new street culture is emerging in the European streets – smokers have been pushed out doors and with it more butts. Berlin would be a perfect launch – test city.

Butt-In is an innovation that belongs in each cigarette pack.

Butt-In should be made available to smokers, shop owners, restaurants, public buildings, etc.

Butt-In is street culture – a smart smoking innovation whose time is right for today's marketing, promotion – give-aways and advertising campaigns.

Butt-In & Win – REEMTSMA is the perfect partner.

Please review the product, again – www.buttin.de

The cylinder has been tested for assembly line packaging – it fits! No damage to the cigarette box, no damage to the cigarettes, no damage to the paper. The cylinder is the same size of a cigarette – same weight. Once inserted into the cigarette box it serves as a smart smoking product for smokers keen on a quick cigarette saver – extinguishes immediately and can be re-lit, used as a butt –kippen collector – environmental friendly – keeps butts –kippen off the streets, beaches, parks, etc., and is a great advertising product – the sides and bottom of the cylinder is the newest innovation for marketing, advertising and promotion campaigns!

The Butt-In can also be sold individually or in packs – separate from the cigarette box, too. The “clean image” enhancement will gain will be a model for all tobacco companies worldwide. Reemtsma can be the owner of Butt-In and the innovative pioneer in producing products that best serve the environment.

A new “Street Culture” has emerged – Butt-In & Reemtsma understand “Smart Smoking” today!

The return on your investment will be highly rewarding.

What do I want? I want a percentage on each Butt-In placed in a REEMTSMA cigarette pack and a percentage on all sales on each Butt-In sold / distributed outside of a cigarette pack.
Or, a lump sum payment on the innovation.

Let's establish a co-operation. How can we proceed?

A new street culture has been born and Butt-In is an attractive, unique and smart smoking solution with rich dividends.

I am looking forward to your reply and am available to meet you and discuss the advantages of what will one day be the product that supports the tobacco industry with "smart changes".

Kind regards,

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