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2010 AUG 31 AM 11:45

Judy Lancaster
Legal Assistant

August 30, 2010

Federal Election Commission
999 E Street, N.W.
Washington, DC 20463-0001

To whom it may concern:

Please find the enclosed initial Statement of Organization for the newly formed General Cigar Company, Inc. Political Action Committee.

If you have any questions relating to the document, or the information provided, please feel free to contact me at the number listed below.

Sincerely,

Judy Lancaster
Legal Assistant

Enclosures

10030414462

General Cigar Holdings, Inc.

Postal address:	Visiting address:	Phone:	Fax:
P.O. Box 13297 Richmond, Va. 23225	7300 Beaufont Springs Drive Suite 400	804 302-1888	804 302-1771

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FEC FORM 1

STATEMENT OF ORGANIZATION

Office Use Only

1. NAME OF COMMITTEE (in full) (Check if name is changed) Example: If typing, type over the lines. 12FE4M5

General Cigar Company, Inc. Political Action Committee (General Cigar PAC)

ADDRESS (number and street) 7300 Beaufont Springs Drive

(Check if address is changed) Suite 400

Richmond | VA | 23225 -

CITY STATE ZIP CODE

COMMITTEE'S E-MAIL ADDRESS (Please provide only one e-mail address)

(Check if address is changed) christy.melchiors@smna.com

COMMITTEE'S WEB PAGE ADDRESS (URL)

(Check if address is changed)

2. DATE M 09 / D 15 / 2010

3. FEC IDENTIFICATION NUMBER C

4. IS THIS STATEMENT X NEW (N) OR AMENDED (A)

I certify that I have examined this Statement and to the best of my knowledge and belief it is true, correct and complete.

Type or Print Name of Treasurer William David Parrish

Signature of Treasurer [signature] Date 08 30 2010

NOTE: Submission of false, erroneous, or incomplete information may subject the person signing this Statement to the penalties of 2 U.S.C. §437g.

ANY CHANGE IN INFORMATION SHOULD BE REPORTED WITHIN 10 DAYS.

Office Use Only				

For further information contact:
Federal Election Commission
Toll Free 800-424-9530
Local 202-694-1100

FEC FORM 1
(Revised 02/2009)

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5. TYPE OF COMMITTEE

Candidate Committee:

(a) This committee is a principal campaign committee. (Complete the candidate information below.)

(b) This committee is an authorized committee, and is NOT a principal campaign committee. (Complete the candidate information below.)

Name of Candidate

Candidate Party Affiliation

Office Sought: House Senate President

State

District

(c) This committee supports/opposes only one candidate, and is NOT an authorized committee.

Name of Candidate

Party Committee:

(d) This committee is a (National, State or subordinate) committee of the (Democratic, Republican, etc.) Party.

Political Action Committee (PAC):

(e) X This committee is a separate segregated fund. (Identify connected organization on line 6.) Its connected organization is a:

X Corporation

Corporation w/o Capital Stock

Labor Organization

Membership Organization

Trade Association

Cooperative

X In addition, this committee is a Lobbyist/Registrant PAC.

(f) This committee supports/opposes more than one Federal candidate, and is NOT a separate segregated fund or party committee. (i.e., nonconnected committee)

In addition, this committee is a Lobbyist/Registrant PAC.

In addition, this committee is a Leadership PAC. (Identify sponsor on line 6.)

Joint Fundraising Representative:

(g) This committee collects contributions, pays fundraising expenses and disburses net proceeds for two or more political committees/organizations, at least one of which is an authorized committee of a federal candidate.

(h) This committee collects contributions, pays fundraising expenses and disburses net proceeds for two or more political committees/organizations, none of which is an authorized committee of a federal candidate.

Committees Participating in Joint Fundraiser

1. FEC ID number C

2. FEC ID number C

3. FEC ID number C

4. FEC ID number C

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Write or Type Committee Name

General Cigar PAC

6. Name of Any Connected Organization, Affiliated Committee, Joint Fundraising Representative, or Leadership PAC Sponsor

General Cigar Company, Inc. (Connected Organization)

Swedish Match PAC - (Additional Affiliated Committee/same address)

Mailing Address 7300 Beaufont Springs Drive

Suite 400

Richmond | VA | 23225 -

CITY STATE ZIP CODE

Relationship: X Connected Organization X Affiliated Committee Joint Fundraising Representative Leadership PAC Sponsor

7. Custodian of Records: Identify by name, address (phone number -- optional) and position of the person in possession of committee books and records.

Full Name Christy Melchiors

Mailing Address 7300 Beaufont Springs Drive

Suite 400

Richmond | VA | 23225 -

Title or Position CITY STATE ZIP CODE

Mgr - GL & Financial Reporting Telephone number 804 - 302 - 1700

8. Treasurer: List the name and address (phone number -- optional) of the treasurer of the committee; and the name and address of any designated agent (e.g., assistant treasurer).

Full Name of Treasurer William David Parrish

Mailing Address 7300 Beaufont Springs Drive

Suite 400

Richmond | VA | 23225 -

CITY STATE ZIP CODE

Title or Position

Director of Finance Telephone number 804 - 302 - 1700

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Full Name of Designated Agent: Christy Melchiors (Asst. Treasurer)

Mailing Address: 7300 Beaufont Springs Drive
Suite 400

Richmond (CITY) VA (STATE) 23225 - (ZIP CODE)

Title or Position: Mgr - GL & Financial Reporting

Telephone number: 804 - 302 - 1700

9. **Banks or Other Depositories:** List all banks or other depositories in which the committee deposits funds, holds accounts, rents safety deposit boxes or maintains funds.

Name of Bank, Depository, etc.: BB&T

Mailing Address: 200 West Second Street

Winston Salem (CITY) NC (STATE) 27101 - (ZIP CODE)

Name of Bank, Depository, etc.:

Mailing Address:

CITY STATE ZIP CODE

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Federal Election Commission
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(3/2005)

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