

## RANKING POR MARCAS (Unidades)

| Hasta.....          | 31-diciembre-05 | 31-diciembre-04 | Incremento |
|---------------------|-----------------|-----------------|------------|
| MARCAS              | % Unidades      | % Unidades      | %          |
| CALYPSO             | 21,18%          | 22,21%          | -4,63%     |
| FARIAS              | 19,98%          | 19,88%          | 0,50%      |
| DUX                 | 6,67%           | 6,08%           | 9,62%      |
| HENRI WINTERMANS    | 6,23%           | 5,24%           | 18,92%     |
| DALIA               | 4,72%           | 5,28%           | -10,50%    |
| VEGAFINA            | 4,42%           | 3,81%           | 15,96%     |
| AGIO                | 3,21%           | 3,23%           | -0,75%     |
| LA PAZ              | 2,84%           | 2,74%           | 3,72%      |
| REX                 | 2,79%           | 2,19%           | 27,62%     |
| ENTREFINOS          | 2,68%           | 3,40%           | -21,05%    |
| GUAJIRO             | 2,55%           | 2,85%           | -10,68%    |
| NEOS                | 2,47%           | 2,10%           | 17,44%     |
| VICTORIA            | 1,96%           | 2,12%           | -7,53%     |
| MONTECRISTO         | 1,31%           | 1,23%           | 6,51%      |
| ALVARO              | 1,28%           | 1,47%           | -13,25%    |
| CORONAS RESERVA     | 1,27%           | 1,10%           | 15,02%     |
| COBURN              | 1,02%           | 1,43%           | -28,91%    |
| PANTER              | 0,92%           | 1,01%           | -9,02%     |
| FLEUR DE SAVANE     | 0,91%           | 0,86%           | 5,81%      |
| MINI DAVIDOFF       | 0,79%           | 0,74%           | 5,74%      |
| HELIOS              | 0,74%           | 0,83%           | -11,19%    |
| WILLEN II           | 0,53%           | 0,61%           | -13,36%    |
| DUCADOS             | 0,52%           | 0,55%           | -5,96%     |
| HAMLET              | 0,51%           | 0,55%           | -6,68%     |
| CLUBMASTER          | 0,50%           | 0,32%           | 57,91%     |
| VILLIGER            | 0,48%           | 0,53%           | -10,43%    |
| ISLEÑOS             | 0,46%           | 0,40%           | 15,24%     |
| AMIGOS              | 0,44%           | 0,38%           | 17,44%     |
| COHIBA              | 0,42%           | 0,23%           | 78,72%     |
| PUNCH               | 0,35%           | 0,24%           | 48,40%     |
| JOSÉ L.PIEDRA       | 0,29%           | 0,25%           | 13,21%     |
| KING EDWARD         | 0,28%           | 0,33%           | -13,80%    |
| CARIBES             | 0,27%           | 0,28%           | -2,49%     |
| CANALEÑOS           | 0,27%           | 0,24%           | 11,42%     |
| QUINTERO Y HERMANOS | 0,25%           | 0,24%           | 1,95%      |
| RAFAEL GONZÁLEZ     | 0,19%           | 0,18%           | 4,60%      |
| MACOBA              | 0,19%           | 0,24%           | -23,14%    |
| F.T. PARTAGAS       | 0,17%           | 0,16%           | 2,38%      |
| MERCATOR            | 0,16%           | 0,20%           | -18,30%    |
| NOBEL               | 0,16%           | 0,15%           | 3,88%      |
| TORRES QUART        | 0,16%           | 0,20%           | -21,68%    |
| FAMA                | 0,16%           | 0,18%           | -10,94%    |
| ROMEO Y JULIETA     | 0,15%           | 0,18%           | -14,39%    |
| DAVIDOFF            | 0,14%           | 0,15%           | -7,19%     |
| HOYO DE MONTERREY   | 0,13%           | 0,12%           | 9,98%      |
| ALHAMBRA            | 0,12%           | 0,00%           | 2365,27%   |
| CINCO ESTRELLAS     | 0,12%           | 0,10%           | 15,90%     |