

**FAXED**  
10

EXHIBIT

COUPON CODE REGISTRATION FORM

FROM: MICHELLE LEPRE

TO: Y.M. LOSITO

CC: S.A. RAPISARLDI  
~~ST-BAYLES?~~  
K.P. AUGUSTYN

M. McGLYNN

- BRAND(S) APPLICABLE TRUE

- MEDIA TYPE SALES FORCE APPLIED - IRC

- MEDIA NAME \_\_\_\_\_

- ISSUE FREQUENCY/YEAR \_\_\_\_\_

- SPACE/COLOR \_\_\_\_\_

- COUPON ISSUE DATE MAY 1992

- COUPON EXPIRATION DATE 8/31/92

- CIRCULATION 560,000

- GEOGRAPHICAL AREA(S) TRUE CORE MARKETS \*

- COUPON VALUE 50c

- PACK AND/OR CARTON PACK

- \*ADVERTISING CREATIVE TITLE \_\_\_\_\_

- SIGNATURE OF INITIATOR *Michelle Lepre*

- DATE INITIATED JANUARY 8, 1992

ANALYTICAL REQUIREMENTS:\* TRUE CORE AREAS

TOTAL NEW YORK	TOTAL NEW JERSEY
NEW HAVEN	PROVIDENCE
TOTAL BOSTON	CAMDEN
HARTFORD	CONCORD
TOTAL SAN FRANCISCO	SPRINGFIELD
SYRACUSE	BALTIMORE
ROCHESTER	PORTLAND, ME
TOTAL PHILADELPHIA	TOTAL DETROIT
TOTAL CHICAGO	TOTAL WASHINGTON DC
BUFFALO	WILMINGTON
ALBANY	REGION 13 (X SAN BERNARDINO)

## FOR CONTROL USE ONLY:

CODE ASSIGNED: 572188  
JOB NUMBER: 1143  
EST. REDEMPTION: 80%

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