

COUPON CODE REGISTRATION FORM

TO: KELLI SCRUGGS

FROM: LEONARD JONES

CC: V. LOSITO M. TAHMASEB
G. BAROODY L. STEVENS
B. VON DER LIPPE D. Ristling~~7 3 4891~~BRAND(S) APPLICABLE OLD GOLDMEDIA TYPE DIRECT MAIL

MEDIA NAME _____

ISSUE FREQUENCY/YEAR _____

SPACE/COLOR _____

COUPON ISSUE DATE 10/4/99COUPON EXPIRATION DATE 3/31/00CIRCULATION (#) 201,500CIRCULATION DATES OCTOBER 1999GEOGRAPHICAL AREA(S) DISCOUNT SMOKERS - OG GROUPS I AND IICOUPON VALUE \$1.00 OFF PACKPACK/CARTON PACK

ADVERTISING CREATIVE TITLE _____

SIGNATURE OF INITIATOR Leonard H. JonesDATE INITIATED 4/14/99REQUIREMENTS REDEMPTION RESULTS~~7 3 4891~~CODE ASSIGNED 07009 30165JOB # 504EST. REDEMPTION 14%

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