

COUPON CODE REGISTRATION FORM

FROM: J. La Valle

TO: S. A. Rapisarldi

cc: R. G. Ryan
MCGlynn

- Brand(s) Applicable	TRUE
- Media Type	On-Carton Instant Redeemable
- Media Name	N/A
- *Issue Frequency/Year	N/A
- *Space/Color	N/A
- Coupon Issue Date	10/90
- Coupon Expiration Date	6/30/91
- Circulation (#)	1,213,400
- Geographical Area(s)	National
- Coupon Value	\$2.00
- Pack and/or Carton?	Carton
- *Advertising Creative Title	True Filter King Carton
- Signature of Initiator	<u>Jerry Nalle</u>
- Date Initiated	<u>May 3, 1990</u>

ANALYTICAL REQUIREMENTS: Break-out separately by packing as indicated

FOR CONTROL USE ONLY:

Code Assigned S30430

Job Number 1112

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