

TO: _____ DATE: _____

FROM: _____

TRUE
\$3.00 CARTON COUPON PROMOTION

PROMOTIONAL PERIOD: May-June 1992
CONSUMER OFFER: \$3 Off Store Redeemable Carton Coupon
DISPLAY BRANDS: TRUE (All Packings)
DISPLAY AGREEMENT: Lorillard Sales Representative will supply all display materials and assemble display. Display containing deals will be placed on a self-service basis for a two-week period.

AUTHORIZATION FOR PLACEMENT

<u>TYPE DISPLAY</u>	<u>NO. CARTONS</u>
COUNTER	_____
FLOOR	_____
POSTER	_____ (✓ if approved)

DATE: FROM _____ TO _____

STORES PARTICIPATING: _____

THE FOLLOWING QUANTITY OF TRUE CARTONS MUST BE AVAILABLE FOR THE LORILLARD SALES REPRESENTATIVE TO ASSEMBLE THE DISPLAY ON THE DATE INDICATED ABOVE.

<u>TRUE</u>			
<u>PACKING</u>	<u>NUMBER OF CARTONS</u>	<u>PACKING</u>	<u>NUMBER OF CARTONS</u>
FILTER K.S.	_____	MENTHOL K.S.	_____
FILTER 100's	_____	MENTHOL 100's	_____
BOX 80's (WHERE AVAILABLE)	_____	BOX 100's (WHERE AVAILABLE)	_____

MERCHANDISE:

_____ WILL BE ARBITRARILY SHIPPED TO STORE.
_____ ORDER THROUGH YOUR SUPPLIER.

Authorized by: _____ Date: _____

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