

FEDERAL DISTRIBUTING CORPORATION

CIGARETTE SAMPLING PROGRAM

MARKET: Boston

PRODUCT: Old Gold Lights

SAMPLING DATES: * October 3 through October 5

SAMPLING HOURS: * 9:30 a.m. - 5:30 p.m.

QUANTITIES: 270,000

NUMBER OF SAMPLING PERSONNEL: 24 per day

NUMBER OF SUPERVISORS: 3

ORIENTATION MEETING: Date : October 3rd
Time : 9:30 a.m.
Place: Boston Park Plaza Room 412
64 Arlington Street
Boston, Mass. 02117
617/426-2000

FDC REPRESENTATIVES: Tony Amari

*Subject to change due to local conditions

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