

**BROWN & WILLIAMSON TOBACCO CORPORATION  
BID REQUEST FORM  
(QUALITATIVE RESEARCH)**

PROJECT NUMBER: 1995-13D  
B&W ORIGINATOR: H. L. Williams  
TO: Goldfarb Consultants

**INSTRUCTIONS:**

1. THE FOLLOWING DOCUMENT IS DIVIDED INTO TWO SECTIONS.

SECTION ONE CONTAINS THE PROJECT DESCRIPTION AND SPECIFICATIONS FROM B&W. ALL BIDS SHOULD BE BASED ON THE SPECIFICATIONS IN THIS DOCUMENT.

SECTION TWO SHOULD BE COMPLETED BY THE RESEARCH AGENCY AND RETURNED *BY FAX* TO THE FOLLOWING PERSON:

HAROLD WILLIAMS  
BROWN & WILLIAMSON TOBACCO CORPORATION  
LOUISVILLE, KENTUCKY  
U.S.A.  
FAX NUMBERS: (502) 568-7313 or (502) 568-8319

2. IN ORDER TO ALLOW US TO COMPARE BIDS, WE REQUEST THAT YOU SUBMIT A BID FOR THE RESEARCH AS SPECIFIED IN SECTION ONE.

SUGGESTIONS ~~OR~~ ALTERNATIVE DESIGNS FROM THE AGENCY ARE WELCOME. HOWEVER, THESE SHOULD BE SUBMITTED AS SEPARATE DOCUMENTS APPENDED TO THIS BID FORM.

3. IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT THE FOLLOWING PERSON:

HAROLD WILLIAMS  
BROWN & WILLIAMSON TOBACCO CORPORATION  
LOUISVILLE, KENTUCKY  
U.S.A.  
FAX NUMBERS: (502) 568-7313 or (502) 568-8319

**OTHER INFORMATION:**

DATE REQUESTED: 1-23-95  
DEADLINE FOR BID RECEIPT: 1-26-95 9:00 AM EST  
BBK/JH/121

**465658104**