

LORILLARD,
DIVISION OF LOEW'S CORP.

DEPARTMENT EXPENSE BUDGET SUMMARY

Form P.O. 1049-A

1999-2000-2001

148

Division Sales

Department Domestic Tax Free

Dest.

Code No.

PROJECTED CURRENT YEAR EXPENSES 19			ACCOUNT NO.	ITEM	BUDGET YEAR 19	BUDGET VS. CURRENT YEAR (INCR.) DECR.
ACTUAL 8 MONTHS	PROJECTED 4 MONTHS	TOTAL YEAR				
17,000	8,500	25,500	6450	Consumer Sampling 4's	30,000	(4,500)
8,000	10,000	18,000	6460	Consumer Sampling 20's	28,000	(10,000)
16,000	4,000	20,000	6470	Consumer Offer Items	20,000	
19,000	10,000	29,000	6560	Special Promotion Cost	42,000	(13,000)
60,000	32,500	92,500		TOTAL	120,000	27,500
DATE SUBMITTED AND DEPT. MANAGER			APPROVAL <i>[Signature]</i> 10/10/75		APPROVAL <i>[Signature]</i>	

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