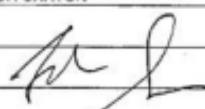


COUPON CODE REGISTRATION FORM

FROM: THOM SMITH

TO: VINCE LOSITO

CC: D. WEST, L. GIORDANO, V. LINDSLEY, A. SADOVNICK, S. RAPISARLDI, B. DAVIN, A. Pasheluk

	KENT HEAVY UP TEST DIRECT MAIL CPNS	New Names
BRAND(S) APPLICABLE	KENT	
MEDIA	DIRECT MAIL	
ISSUE FREQUENCY/YEAR	1	
SPACE/COLOR		
COUPON ISSUE DATE	10/13/95	
COUPON EXPIRATION DATE	12/17/95	
CIRCULATION		
GEOGRAPHICAL AREA(S)	Regions 11, 17, 21	
COUPON VALUE	\$2 off 3 Pcks or Crtn	
PACK AND OR/CARTON	PACK OR CARTON	
ADVERTISING CREATIVE THEME		
SIGNATURE OF INITIATOR		
DATE INITIATED	6/8/95	
ANALYTICAL REQUIREMENTS:		
FOR CONTROL USE ONLY:		
CODE ASSIGNED:	00862	
JOB NUMBER:	490	
EST. REDEMPTION:	870	

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