

COUPON CODE REGISTRATION FORM

TO: KELLI SCRUGGS

FROM: LEONARD JONES

CC: V. LOSITO M. TAHMASEB
G. BAROODY L. STEVENS
B. VON DER LIPPE *D. Kistling*

BRAND(S) APPLICABLE	OLD GOLD
MEDIA TYPE	DIRECT MAIL
MEDIA NAME	
ISSUE FREQUENCY/YEAR	
SPACE/COLOR	
COUPON ISSUE DATE	10/4/99
COUPON EXPIRATION DATE	3/31/00
CIRCULATION (#)	201,500
CIRCULATION DATES	OCTOBER 1999
GEOGRAPHICAL AREA(S)	DISCOUNT SMOKERS -OG GROUPS I AND II
COUPON VALUE	\$1.00 OFF PACK
PACK/CARTON	PACK
ADVERTISING CREATIVE TITLE	
SIGNATURE OF INITIATOR	<i>Leonard H Jones</i>
DATE INITIATED	4/14/99
REQUIREMENTS	REDEMPTION RESULTS

CODE ASSIGNED

07809

JOB #

584

EST. REDEMPTION

14%

30165

83996357