

TO: \_\_\_\_\_ DATE: \_\_\_\_\_

FROM: \_\_\_\_\_

## TRUE \$3.00 CARTON COUPON PROMOTION

PROMOTIONAL PERIOD: May-June 1992

CONSUMER OFFER: \$3 Off Store Redeemable Carton Coupon

DISPLAY BRANDS: TRUE (All Packings)

DISPLAY AGREEMENT: Lorillard Sales Representative will supply all display materials and assemble display. Display containing deals will be placed on a self-service basis for a two-week period.

### AUTHORIZATION FOR PLACEMENT

<u>TYPE DISPLAY</u>	<u>NO. CARTONS</u>
COUNTER	_____
FLOOR	_____
POSTER	_____ ( <input checked="" type="checkbox"/> if approved)

DATE: FROM \_\_\_\_\_ TO \_\_\_\_\_

STORES PARTICIPATING: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

THE FOLLOWING QUANTITY OF TRUE CARTONS MUST BE AVAILABLE FOR THE LORILLARD SALES REPRESENTATIVE TO ASSEMBLE THE DISPLAY ON THE DATE INDICATED ABOVE.

### TRUE

<u>PACKING</u>	<u>NUMBER OF CARTONS</u>	<u>PACKING</u>	<u>NUMBER OF CARTONS</u>
FILTER K.S.	_____	MENTHOL K.S.	_____
FILTER 100's	_____	MENTHOL 100's	_____
BOX 80's (WHERE AVAILABLE)	_____	BOX 100's (WHERE AVAILABLE)	_____

494676

### MERCHANDISE:

\_\_\_\_\_ WILL BE ARBITRARILY SHIPPED TO STORE.

\_\_\_\_\_ ORDER THROUGH YOUR SUPPLIER.

Authorized by: \_\_\_\_\_ Date: \_\_\_\_\_