

BELAIR INCREMENTAL VOLUME (MILLIONS)

	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>
1. Expansion of Local Dominance Test	120	240	350	470	510
2. Beach House ¹	599	357	270	200	150
Promotion		570	342	255	190
(75% retention of new smokers)			550	330	250
1. Alternative to 3X coupon				530	320
					570
3. Military Promotion	95	60	45	35	25
(75% retention of new smokers)		90	55	40	30
			85	50	40
				80	48
					75
4. Direct Mail Program	30	23	17	13	10
(75% retention of new smokers)		28	21	16	12
			26	19	15
				24	18
					22
Total Incremental Units	844	1,368	1,761	2,062	2,235

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