

RJRT

Marketing

Key

Information

Handbook



52953 3613

"RJRT MARKETING KEY INFORMATION HANDBOOK"

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ATTACHED AS INSTRUCTED ON THE FOLLOWING PAGES**

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52953 3614

Marketing Program Sheets

52953 3615

Source: <https://www.industrydocuments.ucsf.edu/docs/nyyf0224>

52953 3616

Wilson

Winston Advertising

2000 Plan

Objective:

Deliver "NO BULL" positioning, attitude and product news such that the communication is incapable of being ignored.

Strategies:

Adopt Challenger mindset in advertising, striving for impact/depth vs. sustaining breadth and shout lighthouse identity with unilateral focus.

Print

Communication Concussion Grenade (CCG) in General market national books. 3 CCG's per year flited over 3 months. Maintain presence within alternative weeklies - bar program cities and metros with high BDI growth since launch.

Matches

Distributed 1 billion matchbooks with Winston ads through retailers to impact consumers at point of purchase.

Budget Summary:

(Dollars in Millions)

Print	\$ 29.000
Ad Production	4.800
Matches	1.500
Fee	6.000
Onserts	2.000
Other - (Freight/Other)	0.200
Total Advertising	<u><u>\$ 43.500</u></u>

SOV	Total	Prt. Only
Winston	8.6%	9.4%
Camel	10.1%	9.6%
Salem	3.8%	3.3%
Eclipse	0.0%	0.0%
Marlboro	25.4%	25.3%
Newport	4.7%	5.1%
Kool	8.7%	8.9%

Winston Retail

2000 Plan

Objective:

Communicate Winston's "No Bull" message and product point of difference to adult smokers. Break competitive purchase pattern.

Support and promote the "No Bull 5" sweepstakes.

Strategies:

Strongly communicate "No Additives/No Bull" positioning. Build occasional user purchase and competitive trial. Maintain promotional focus on core box brands while protecting distribution and display of our core soft pack styles.

Offensive Promotions

Each quarter has two B2G1F promotions, one national and one distributed to BAM markets. Unique packaging distributed to chain partner accounts.

Defensive Promotions

PRP strategy to protect franchise from increased competitive discounting. B10G2F in CTS in conjunction with PRP.

POS/PDI

Use "Red White Red" with attitudinal or product point of difference message to break through the retail clutter. Use impactful POS/PDI to communicate "No Bull" outside and inside the store. Support and communicate the "No Bull 5" sweepstakes with ballots and ballot boxes.

Temporary Displays and Payments

20 pack displays to support new box distribution.

Budget Summary:

(Dollars in Millions)

Offensive Promotions	\$ 31.283
Field Discounting	231.008
POS/PDI	2.542
Temporary Displays and Payment	0.825
Other - Agency Production, Retail Racing Prom., Misc.	1.965
Total Retail	<u><u>\$ 267.623</u></u>

Winston Event Marketing Program

2000 Plan

Program Objectives:

Maximize awareness of Winston proposition among competitive adult smokers (21-34).
 Generate trial among adult smokers(21-34).
 Convert key market influencers to Winston.
 Program to cover 30 Markets
 Implement Venue Associated Sales program via kiosk to generate presence and profits.
 Utilize venues to sample product, acquire names for direct mail and establish presence.

Program Components:

CD Case w/ (4) packs for Name Generation
 Gratis Product
 VAS venue sales
 Special Events / Live Music Venues

Relevant Sampling Program Statistics:

# Markets	30
# Contacts	864,000
Cost/Contact	\$18.06
Cost/City	\$519,998

Current Sampling Program Cities:

Atlanta	Nashville	Houston	San Francisco	Memphis
Baltimore	Kansas City	Raleigh	Seattle	Richmond
Boston	Orange County	Miami	Phoenix	
Chicago	Las Vegas	New Orleans	Houston	
Hartford	Charlotte	Philadelphia	St. Louis	
Columbus	Cincinnati	Portland	Cleveland	
Detroit	Indianapolis	Tampa	Pittsburgh	

Budget Summary for 2000:

Executional Spending:	KBA	Group 3	Total
Fee	\$1.884	\$1.177	\$3.061
Part Time Staffing	2.060	1.008	3.068
Base Venue Compensation	0.291	0.150	0.441
Live Music Compensation	0.130	-	0.130
Presence/VAS	0.071	0.038	0.109
National Travel	0.120	0.150	0.270
City T&E	0.200	0.187	0.387
Delivery Vehicles	0.220	0.060	0.280
Training/Recruiting	0.050	0.084	0.134
Office Expenses	-	0.275	0.275
Other	0.115	0.123	0.238
Sub-Total Executional Spending	5.141	3.253	8.393

RJRT:

Sampling Gratis	\$3.440
Coupons	0.471
CD Case	2.237
Technology	0.090
Bar Naps & Presence	0.772
Other Admin Cost	0.197
Sub-Total RJRT	7.207

Total Program

\$ 15.600

Winston Direct Mktg

2000 Plan

Description of Mailings:

<u>Motorsports/Database</u>	<u>Offer</u>	<u>Redem %</u>	<u>No. Mailed</u>
Mailing #1	Equity, 2 (4) Free pkgs, 1-BIGIF cpn, Z-card	30%	1,205,840
Mailing #2	Equity, Sweepstakes		1,205,840
Mailing #3	Equity, 2 (4) Free pkgs, 1-\$2 2 pkgs	25%	1,205,840
Mailing #4	Equity, 1-\$2 2 pkgs, 1- \$4 4 pkgs, Premium/Product C	30%	1,205,840
Total Cost	\$ 18,134,030	PV	85,394,185
Cost per Smoker	\$ 15.04		

<u>Bar</u>	<u>Offer</u>	<u>Redem %</u>	<u>No. Mailed</u>
Mailing #1	Equity, 2 Free pkgs, 1-BIGIF cpn, Z-card	30%	196,560
Mailing #2	Equity, 4 Free pkgs, 1-\$2 2 pkgs cpn		196,560
Mailing #3	Equity, 1-\$2 2 pkgs cpn	25%	196,560
Total Cost	\$ 2,775,131	PV	14,034,384
Cost per Smoker	\$ 14.12		

<u>Bounceback</u>	<u>Offer</u>	<u>Redem %</u>	<u>No. Mailed</u>
General Bounceback	1-\$3/4pkgs/ctn	55%	500,000
Total Cost	\$ 1,311,250	PV	41,800,000
Cost per Smoker	\$ 2.62		

<u>Franchise Mailers</u>	<u>Offer</u>	<u>Redem %</u>	<u>No. Mailed</u>
January	Winston Racing Nation Welcome Kit		280,000
March	Product Continuity; 2-\$3/4pkgs/ctn (2-\$4/4pkgs)	45%	800,000
June	Premium Continuity; 2-\$3/4pkgs/ctn (2-\$4/4pkgs)	45%	900,000
August	Product Continuity; 2-\$3/4pkgs/ctn (2-\$4/4pkgs)	45%	1,050,000
November	2-\$3/4pkgs/ctn (2-\$4/4pkgs)	45%	1,200,000
Total Cost	\$ 25,911,382	* PV	120,796,212
Cost per Smoker	\$ 32.39		

* PV calculation is based on coupon redemption only/continuity PV is not included.

Budget Summary for 2000:

Flow:	MS/DB	Bar	BB	Franchise	Total
Production	\$ 2.855	\$ 0.365	\$ 0.200	\$ 4.784	\$ 8.569
Postage	2.106	0.309	0.125	\$ 2.115	4.963
Coupon Redemption	4.991	0.838	0.866	11.343	18.876
Fulfillment/Continuity	2.220	-	-	4.751	6.971
Gratis	4.358	1.032	-	-	6.421
Other	0.548	0.071	0.120	2.919	3.728
Total	\$ 17.078	\$ 2.614	\$ 1.311	\$ 25.911	\$ 49.528

Overhead:	BIGIF	Agency Production	Sweepstakes	Trade Mkt	Misc.	Total OH
	\$ 1.056	\$ 0.161	\$ -	\$ -	\$ -	\$ 1.379
					0.637	0.637
					0.300	0.300
					0.200	0.200
					0.100	0.100
	\$ 1.056	\$ 0.161	\$ 0.000	\$ 1.237	\$ 2.616	

Prespending
(\$4.657) (\$0.480) \$0.000 (\$0.142) (\$5.758)

Total Prgm
\$ 13.477 \$ 2.295 \$ 1.311 \$ 27.007 \$ 46.385

Winston Sports Marketing

2000 Plan

Program Statistics:

Personal Selling/Conversion

	Cost/Contact	Contacts	*Total
At-Event Cup	\$20.60	800,000	\$ 16,477
At-Event Drag	\$30.52	200,000	\$ 6,103
Total Cost/Contact	\$22.58	1,000,000	\$ 22,580

* Includes labor, overhead, bag cost, gratis, coupon and miscellaneous.

Bag contents

- Video
- Carton
- No Bull 5 Ballot
- Mini Magazine
- 2-\$1/2pks Coupons

Bag Cost/Conversion

	Bag Cost/Contact	Contacts	*Total
At-Event Cup	\$11.38	800,000	\$ 9,106
At-Event Drag	\$11.54	200,000	\$ 2,308
Total Bag Cost/Contact	\$11.41	1,000,000	\$ 11,414

* Includes bag cost, gratis, coupon and miscellaneous.

Events

Winston Cup	34 Races
Winston Drag	24 Races
Pitstop	52 Infield Programs

Budget Summary for 1999:

Operations:	SME	Brand	Total
Winston Cup	\$ 21.148	\$ -	\$ 21.148
Winston Drag	5.998	-	5.998
Winston Racing	2.085	-	2.085
Team Winston Drag	1.560	-	1.560
SME Development	0.200	-	0.200
Total Operations	\$ 30.991	\$ -	\$ 30.991
At-Event Winston Cup	\$ 13.071	\$ 8.983	\$ 22.054
At-Event Winston Drag	3.795	2.068	5.863
Production	-	0.901	0.901
The Winston	-	0.279	0.279
No Bull Five	4.835	0.275	5.110
Misc.	-	0.102	0.102
Total	\$52.692	\$12.608	\$65.300
Total Prgm	\$ 52.692	\$ 12.608	\$ 65.300

Camel

52953 3622

Camel Advertising

2000 Plan

Objective:

Solidify awareness of Camel's brand identity among our target audience, adult smokers 21-24(primary) and 25-34(secondary).

Strategies:

Extend reach and frequency of campaign message against a broad base of adult smokers 21-34. Increase presence against the target in key Camel O-zone markets. Maintain focused, consistent communication against the core target, adult smokers 21-24.

Signage

One sheets for 2000.

Print

Achieve a high level of reach and frequency for Camel among adult smokers 21-34. Prioritize the allocation of resources that achieve 1) awareness of Camel on a national level 2) on a local level 3) awareness of Kamel on a national and local level. Minimize duplication between Camel and Kamel. Camel always receives priority over Red Kamel. Camel and Red Kamel should not be in the same book in the same month, Camel and Kamel should have separate core titles, and in non core books Camel should receive the bulk of insertions. Return Kamel to its original and fundamental underground strategy.

Budget Summary:

(Dollars in Millions)

Signage	\$ 4.300
Camel Print	27.400
Ad Production	2.000
Fee	7.000
Other - (OOH Shipping and Other Freight)	0.200
Total Advertising	<u>\$40.900</u>

Camel Retail

2000 Plan

Objective:

Create consumer awareness and continue to build a positive brand image. Increase occasional user purchase and competitive trial.

Maintain promotion focus on core Box brands with emphasis on Lights Box. Work toward achieving "fair share" for other Camel styles (i.e. Ultra/100mm box). Protect share by utilizing BSGSF promotion during critical periods.

Strategies:

Ensure brand styles are positioned to capitalize on current marketing trends. Establish an impactful brand communication which enhances the trademark and gives a new powerful appearance. Integrate new campaign images into retail without compromising impact of Blue PDI look (i.e. Workplan promotions). Maintain share growth with continued promotional excitement. Focus on high growth markets.

Offensive Promotions

Each quarter have two B2G1F promotions, one national and one distributed to HOG markets. Support Ultra Lights with a March B1G1F. Support the new line extension (Turkish Gold) introduction with a June B1G1F. Quarterly CTS promotions utilizing a \$2 off carton sleeve deal to generate a big presence in this outlet type. A Sept. Nat'l keg and Dec. Nat'l tin promotion to add interest. Add PMX offers to our promotions.

Defensive Promotions

PRP to protect franchise from increased competitive discounting.

POS/PDI

Maintain/build upon impact of new blue PDI look at retail.

Red Kamel

Utilize 20 pack metal displays and payment to promote trial and distribution. In "O-Zones" test promoting with "flow through"

Budget Summary:

(Dollars in Millions)

Offensive Promotions	\$ 35.422
WP Discounting - Coupons	2.853
Field Discounting	220.644
POS/PDI	5.000
Red Kamel POS/Displays/Promotions	1.625
Other - Displays/Payment, Misc.	3.600
Total Retail	<u>\$ 269.144</u>

Camel Direct Mktg
2000 Plan

PPT	Offer	Estimated Redem %	No. Mailed
Mailing #1	Event (6 pack offer) Retail & DB (2 free packs + 6 pack offer)		393,400
Mailing #2	Fulfill 6 pack offer + (1) BIG1F + (1) B2G1F	35%/25%	196,700
Mailing #3	(1) B2G1F + (1) \$3 off carton	25%/20%	196,700
Mailing #4	(2) \$3 off carton	20%	196,700
Total Cost	\$4,300,000 \$10.93		
Volume Support			
Q1 Mailer:			
Competitive	Offer		
Existing Competitive	(3) \$3 off carton	25%	255,000
Customers			
Franchise	(3) \$3 off carton	35%	110,000
Fringe	(3) \$3 off carton	30%	373,000
Suspects	(3) \$3 off carton	30%	112,000
			<u>850,000</u>
Total Cost	\$2,925,000 \$3.44		
Q2 Mailer:			
Competitive	Offer		
Existing Competitive	(3) \$3 off carton	25%	255,000
Competitive Core A	Turkish Gold Tin + (3) \$3 off carton + (1) B2G1F	20%/25%	100,000
Competitive Core B	Turkish Gold Tin + (3) \$3 off carton + (1) B2G1F	20%/25%	169,000
Customers			
Franchise	(3) \$3 off carton	35%	110,000
Fringe	(3) \$3 off carton	30%	373,000
Suspects	(3) \$3 off carton	30%	112,000
			<u>1,119,000</u>
Total Cost	\$5,175,000 \$4.62		
Q3 Mailer:			
Competitive	Offer		
Existing Competitive	(3) \$3 off carton	25%	255,000
New Competitive	(3) \$3.50 off carton	25%	196,700
Customers			
Franchise	(3) \$3 off carton	35%	110,000
Fringe	(3) \$3 off carton	30%	373,000
Suspects	(3) \$3 off carton	30%	112,000
			<u>1,046,700</u>
Total Cost	\$3,575,000 \$3.42		
Q4 Mailer:			
Competitive	Offer		
Existing Competitive	(3) \$3 off carton	25%	255,000
New Competitive	(3) \$3.50 off carton	25%	196,700
Competitive Core A	(3) \$3 off carton + (1) B2G1F + Optin for CML	20%/25%	100,000
Competitive Core B	Sweepstakes		169,000
Competitive Core B - Inactives	Screener with Premium		100,000
Customers			
Franchise	(3) \$3 off carton	35%	110,000
Fringe	(3) \$3 off carton	30%	373,000
Suspects	(3) \$3 off carton	30%	112,000
			<u>1,415,700</u>
Total Cost	\$4,225,000 \$2.98		

Budget Summary for 2000:						
Flow:	PPT	Q1 Vol.	Q2 Vol.	Q3 Vol.	Q4 Vol.	Total
Production	\$ 0.628	\$ 0.347	\$ 0.927	\$ 0.409	\$ 0.476	\$ 2.787
Coupon Redem	2,049	2,340	3,391	2,874	3,170	13,824
Labor	0.216	0.085	0.166	0.105	0.142	0.714
Postage	0.344	0.153	0.320	0.187	0.280	1.284
Gratis	0.921	-	0.286	-	-	1.207
Other	0.142	-	0.085	-	0.157	0.384
Total	\$ 4,300	\$ 2,925	\$ 5,175	\$ 3,575	\$ 4,225	\$ 20,200
Magazine:	CML 2	CML 3	CML 4	CML 5		
Mailfile	568,700	477,200	475,700	475,700		
Premiums	\$ -	\$ 0.100	\$ 0.100	\$ 0.100	\$ 0.300	
Production	-	0.620	0.618	0.618	1.857	
Postage	0.230	0.248	0.247	0.247	0.973	
YA Cost	-	0.100	0.100	0.100	0.300	
Agency	-	0.710	0.750	0.710	2.170	
Miscellaneous	-	-	-	-	-	
Total Magazine	\$ 0.230	\$ 1.779	\$ 1.816	\$ 1.776	\$ 5.600	
Supplement	Feb Suppl.	May Suppl.	Aug Suppl.	Nov Suppl.		
Mailfile	306,100	477,200	475,700	475,700		
Production	\$ 0.135	\$ 0.210	\$ 0.210	\$ 0.210	\$ 0.765	
Postage	0.054	0.086	0.086	0.086	0.311	
Agency	0.006	0.006	0.006	0.006	0.024	
Miscellaneous	0.025	0.025	0.025	0.025	0.100	
Total Magazine	\$ 0.220	\$ 0.327	\$ 0.326	\$ 0.326	\$ 1.200	
Other:						
DTC - Corporate	\$ 1,600				\$ 1,600	
Internet Design	1,600				1,600	
Agency A/M	0.150				0.150	
Other Development	0.200				0.200	
Consumer Rel.	0.200				0.200	
Cons. Mission	0.050				0.050	
BIGIF Overhead	0.250				0.250	
Event B/B	0.050				0.050	
Trade Mkt	0.150				0.150	
1-800 Calls	0.500				0.500	
MARC	0.500				0.500	
Misc.	(0.350)				(0.350)	
Total Other	\$ 4.900	\$ 0.000	\$ 0.000	\$ 0.000	\$ 0.000	\$ 4.900
Total Prgm	\$ 9,650	\$ 5,031	\$ 7,317	\$ 5,677	\$ 4,225	\$ 31,900

Camel Cash

2000 Plan

Program Facts:

	CC Y2K
Program Period	3/1/00-12/31/00
Program Length (months)	10
# C-Notes Forecasted (millions)	48
Avg. C-Note Value	\$0.1045
Multiple Factor	1.5
Est. Number of Orders	112,278
% of items for cash sales (forecast)	0%
Avg. C-Notes/order	429
Avg. C-Note/item ordered	286
# items for C-notes (per forecast)	168,417

Catalog Distribution (millions):

1-800 calls	0.3
Direct Mail	0.6
Total Catalogs	<u><u>0.9</u></u>

*Sales Kit Components: Laminate, Wobbler, Sticker

Data Base Details:

(Numbers in Thousands)	Mailfile
Franchise/Fringe	500
Suspects	107
Total	<u><u>607</u></u>

Budget Summary:

C-Note Redemption:	CC Y2K
Premiums	\$ 5.750
Fulfillment	0.436
1-800 Calls	0.432
1-800 Calls (order inquiry)	0.506
Catalogs	-
POS	0.087
Coupon Redemption	0.045
Direct Mail Costs	0.286
C-Note Production	1.200
Creative Development	0.150
YA Credit	(0.111)
Y2K S&H paid by consumer	<u><u>(0.381)</u></u>
Total Spending - CNote Redemption	<u><u>\$ 8.400</u></u>

Cash Sales:

Premiums/Fulfillment	\$ 0.123
Cash Received	<u><u>(0.123)</u></u>
Net Cash	<u><u>\$ -</u></u>

Grand Total Camel Cash

\$ 8.400

Camel Bar Program

2000 Plan

Program Objective:

Weave Camel into the global urban landscape of 21-24 year-old smokers by forging equity-building alliances with relevant nightlife venues and events nationally.

Grow SOM and SOR against 21-29 year-old smokers.

Program Components:

Bar Essentials	Camel Club page exposure
Tobacco Exclusivity (except vending)	Venue event sponsorship
Venue Associated Sales (VAS) (KIOSK, Distribution)	Concessionaire Network
Affinity Loyalty Program	Name Generation

Relevant Statistics:

# Cities	35
# Venues	2,100
# Contacts	2,000,000
Cost/Contact	\$27
Cost/City	\$1,517,143
Cost/Venue	\$25,286

Relevant VAS Data:

# VAS outlets	2,100
Total VAS Sales(Sticks)	65,000,000
Average Sticks per Outlet	30,952

Budget Summary:

	KBA	RJR	TOTAL
KBA Fee	\$14,900	-	\$14,900
Venue Programming	10.470	-	10.470
Bar Media	4.856	-	4.856
Bar Essentials/Premiums	0.590	3.000	3.590
National T&E	1.070	-	1.070
Art Production	0.400	-	0.400
Delivery Vehicle Expense	0.450	-	0.450
Local Part-time Staffing	5.253	-	5.253
Bartenders Balls	1.950	-	1.950
Conversion Program	-	1.200	1.200
Operations	0.470	-	0.470
Vending Accordance	-	0.100	0.100
VAS/Kiosks	0.965	0.189	1.154
Sampling Program	-	2.400	2.400
Legal Accordance	0.140	-	0.140
Shipping	0.043	-	0.043
Festival Program	-	1.900	1.900
Other	0.133	2.621	2.754
Total	\$41,690	\$11,410	\$53,100

Current Cities:

Current Cities:			
Atlanta	Minneapolis	Baltimore	Richmond
Boston	New York	Kansas City	Indianapolis
Chicago	Philadelphia	Milwaukee	Memphis
Cleveland	Phoenix	New Orleans	Albuquerque
Dallas	Pittsburgh	Orange County	Salt Lake City
Denver	Portland	Tampa	
Detroit	Seattle	Austin	
Houston	Saint Louis	Charlotte	
Los Angeles	San Diego	Cincinnati	
Miami	San Francisco	Las Vegas	

52953 3627

Camel Cultural Initiatives

2000 Plan

Program Objective:

Promote events in leading edge art venues that attract experiential, age 21-34, segment with a high incidence of smoking. Create an alternative , high-margin and high-involvement environment for purchase and use of Camel products.

*Drive financial benefit for brand.

*Change purchase behavior from discounted retail to repeat high-margin purchase products.

*Integrate brand into cultural programming to link Camel with leading edge art.

Program Components:

Utilize existing CCP VAS locations for high profit sales.

Promote directly to smokers via venue discounts and invitations.

Focus on small number of cities to gain and maintain share of mind.

Create premium product related to event to drive profit objectives.

Name Generation utilizing direct mail to drive smokers to events.

Seek partnership to reduce costs.

Utilize cultural guides in NY and Chicago to drive attendance.

Venues:

High visibility, widely recognized partners. Credibility builders. Sell product and generate names for direct mail. Utilize cultural programming to link brand relationship.

VAS Venues:

Leverage existing relationships, provide monthly programming. Drive attendance via Art Card. Sell product and maintain share of mind.

Budget Summary for 2000:

	<u>TOTAL</u>
Management Fee	\$0.072
Venue Programming	0.050
Bar Essentials/Premiums	0.013
Creative Production	0.040
Gratis	0.010
Y-Core Fee/Travel	0.194
Other	1.122
Total	<u>\$1.500</u>

Current Cities:

New York

Chicago

Expansion: Atlanta/Seattle/Los Angeles

Camel Amphitheater Events (SFX)

2000 Plan

Program Objectives:

Position exclusive Camel Smoking Lounges in 18 amphitheater venues.
Source "in target" names, expand CCP relationships / "real estate".

Program Components:

Camel Smoking Lounge	Name Generation
Tobacco Exclusivity	Gratis Product
Venue Associated Sales (VAS) (KIOSK, Distribution)	Coupon Distribution/Redemption

Relevant Statistics:

# Cities/Venue	18
# of Events per Venue	30
# Names Generated	209,000
Cost/City*	\$383,333

*Excludes prespending

Cities for Amphitheaters:

Irvine, CA	Pittsburgh	Los Angeles
Phoenix	Philadelphia	Indianapolis
Kansas City	Chicago	Washington, DC
St. Louis	Milwaukee	Raleigh
Charlotte	Atlanta	Virginia Beach
West Palm Beach	Columbus	Nashville
Hartford	Cincinnati	

Approximately 30 events per city.

Budget Summary:

	<u>CMI</u>	<u>RJR</u>	<u>TOTAL</u>
CMI Fee	\$0.545	-	\$0.545
National T&E	0.125	-	0.125
SFX Fee	-	1.275	1.275
Bar Essentials/Premiums	-	0.130	0.130
Camel Club Set Up	0.611	-	0.611
Local Part-time Staffing	1.680	-	1.680
Sampling/Gratis	-	0.518	0.518
Operations	0.526	-	0.526
Coupon Redemption/Production	-	0.200	0.200
Talent Fees	0.696		0.696
Ticket promotions	-	0.060	0.060
Miscellaneous	-	0.413	0.413
KBA Fees	0.121		0.121
Total Program	<u>\$4.304</u>	<u>\$2.596</u>	<u>\$6.900</u>

Camel Biker Program

2000 Plan

Program Statistics:

Events - 11 Biker Rallies

Del Mar	Sturgis
Daytona	Ignacio
Laughlin	Reno
Laconia	Biketoberfest
Myrtle Beach	Ft. Lauderdale
Hollister	

3 additional small rallies(Red River, NM/Austin, TX/Sturgis, KY)

Roadhouse

Interactive consumer exhibits designed to increase awareness of the Camel brand.

Roadhouse Includes:

Band	4 Custom Bikes with Photo Opp.
Bootshine	C-Note Redemption
Pool Trick Shot	Camel Store and Cigarette Sales
Biker Exhibit	Crazy Horse Memorial fund raising

Showbike Program

Between major rallies, two teams will visit 250 retail outlets and smaller promotional shows utilizing the custom bikes to generate awareness and provide opportunity for conversion activities.

Budget Summary:

Total Biker Execution	\$ 2.699
Biker Conversion	0.561
Total SME Expenses	\$ 3.260

Brand Expenses

Event specific signage/materials	\$ 0.150
Mezzina Brown S/M	0.050
Coupons	0.037
Premiums	0.010
Miscellaneous	0.170
Gratis	0.123
Total Brand Expenses	\$ 0.540

Total Biker Program	\$ 3.800
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52953 3630

Camel Pool Program

2000 Plan

Program Objectives:

Secure age-restricted real estate for equity communication and product sales.
Switch competitive smokers involved in pool playing to CAMEL.
Build and enhance brand personality and positioning with this group.
Generate 125,000 names for Camel Direct Mail follow-up.

Program Components:

APA Sponsorship

165 League Operators	Camel Speedshot
160,000 Members	Camel Pool League Finals and Media
6,000 Host locations/APA Weekly Venues	participate in Camel Pool League.

**Changes due to MSA will occur in APA program: upper level play will be in adult only facilities, "Camel Nights", and league operator incentives.

REAP Venues

2,430 total venues
Signage, Table Lights, Ash Cans, Neon Signs, VAS where no Vending,
Bar Essentials, Customized T-Shirts
Monthly In-Bar Promotions

Key Contract

American Pool Association (APA) \$750,000 October - September
Renewal commitment in April.

Budget:

Brand Spending

Pool/Biker-Presence/Promotions	\$ 0.196
Coupon Redemption	0.038
APA Contract/Materials	0.750
Mezzina Brown	0.156
Premiums	0.035
REAP Materials	1.601
Gratis	0.369
Other	1.475
Total Brand Expenses	\$ 4.620

SME Spending

Total SME Expenses	\$ 8.380
Total Pool Budget	\$ 13.000

REAP Cities:

Columbus	Youngstown, OH	Rhode Island
Denver	N. Va / Maryland	Cape Girardeau, Mo.
Philadelphia	New Orleans	Battle Creek/Kalamazoo
Charlotte	Shreveport	Central Ill.
Chicago	NYC/Long Island	Newport News/Richmond
Kansas City	Charleston	Orlando/Daytona
Hartford	Detroit	Miami
Atlanta	Poughkeepsie, NY	Seattle
Portland	Cincinnati	Spokane
Delaware		Birmingham
		SE Kansas/SW Missouri

Salem

52953 3632

Salem Advertising

Jan LE 2000

Objective:

Broaden awareness of Salem's new "urban energy" positioning and initiate reconsideration of the brand as a relevant choice for adult menthol smokers 21-34.

Strategies:

Utilize targeted national and local print in combination with customized Signage for maximum reach and communication in each market. Provide continuous presence against the target smoker during January through October.

Signage

Signage use consist of 1-sheets, restroom panels and telephone kiosks in the 10 expansion states and 14 metro markets.

Print

Demographically and psychographically targeted local and national publications are the focus to deliver the Salem's message. Use a combination of 4 page inserts, pages and multiple fractional ads to generate impact in local and national publications. Target - adult smokers 21-34, focus on multicultural influencers who are 1) visible within the urban lifestyle 2) striving to realize their potential and succeed on their own terms 3) work hard for self gain and fight for what they believe 4) self expressive, but not the trendsetters.

Budget Summary:

(Dollars in Millions)

Signage (1)	\$ 2.800
Print	7.600
Matches	0.200
Ad Production	3.000
Fee	4.800
Other - (Shipping and Freight)	0.300
Total Advertising	<u>\$18.700</u>

SOV	Total	Prt. Only
Winston	12.1%	11.3%
Camel	8.7%	9.0%
Salem	3.9%	3.0%
Eclipse	0.0%	0.0%
Marlboro	19.8%	21.0%
Newport	3.0%	3.1%
Kool	7.5%	7.5%

Salem Retail

Jan LE 2000

Objective:

Reposition Salem brand to stabilize and grow long term. Establish Salem as a "street" credible brand , relevant to adult menthol smokers 21-34.

Strategies:

Use of B1G1F/B2G1F on slide box in expansion geography to initiate trial. Utilize coupon inserts in BSGSF offers to generate repurchase consideration. Use unique and impactful displays and POS/PDI to redefine Salem with competitive adult smokers 21-34.

Offensive Promotions

Quarterly slide box BSGSF in expansion geography to generate trial and reconsideration of adult smokers 21-34. Segmented Marketing Services, Inc. (SMSi) calling on 5,000 low volume retail calls in 9 major metros effective. SMSi goals are to obtain distribution, display/advertising presence on two slide box styles and place a minimum of two offensive B1G1F promotions per quarter.

Defensive Promotions

Use quarterly B10G2F in CTS outlets on grid to assist with franchise erosion. In Q1, match competition to protect franchise from increased competitive activity. Beginning in Q2, set planned discounting timeframes and face value to better align discounting with other workplan activity and to improve field execution.

POS/PDI

Use unexpected POS/PDI to generate brand awareness and reconsideration among adult smokers 21-34.

Temporary Displays and Payments

Where permanent display is not available in expansion geography use temporary display/payment to gain awareness.

Budget Summary:

(Dollars in Millions)

Offensive Promotions	\$ 14.255
Defensive Promotions	2.674
Field Discounting	112.530
POS/PDI	2.400
Other - Temp display/payment, low volume, misc.	3.071
Total Retail	\$134.930

Salem Direct Mktg

Jan LE 2000

Description of Mailings:

Competitive Strategy:

Leverage the power of experiential event marketing with ongoing trial and purchase incentives to increase brand interaction and ultimate conversion. Executed in expansion states only.

Mail Flow	Mailed	Offer	Redem %	No. Mailed
Mailing #1	Begin Jan	Tea, 2 Free pkgs		50,000
Mailing #2	2-3 Wk after #1	Cookies, B1G1F	35%	50,000
Mailing #3	2-3 Wk after #2	Magnet, 2 Free pkgs, B1G1F pk cpn	35%	50,000
Mailing #4	2-3 Wk after #3	Gel, B1G1F	35%	50,000
Total Cost		\$ 1,300,000	PV	1,050,000
Cost/Smoker		\$ 26.00		

Budget Summary for 2000:

Competitive Conversion:

Tea Mailing	\$ 0.319
Cookies Mailing	0.232
Refridgerater Magnet Mailing	0.506
Gel Mailing	0.243
Franchise:	
April Mailing	0.665
July Mailing	0.665
Miscellaneous (phones, etc.)	0.170
Total	\$ 2.800

Franchise Strategy:

Defend the franchise against competitive offers and improve loyalty.

Mail Flow	Mailed	Offer	Redem %	No. Mailed
Mailing #1	April	2-\$3 off Ctn; 1- B2G1F	50%	130,000
Mailing #2	July	2-\$3 off Ctn; 1- B2G1F	50%	130,000
Total Cost		\$ 1,330,000	PV	2,600,000
Cost/Smoker		\$ 10.23		

Salem Events

Jan LE 2000

SALEM FIELD EVENTS:

Program Objective:

Leverage the power of experiential marketing for Salem by:
Utilize a diverse team of influencers who are street savvy and understand the urban lifestyle market to execute consumer interaction programs. Primary product component is slide box.

Strategies:

Create relevancy and awareness of Salem; dimensionalize the Salem event experience; generate trial and repeat purchase among adult menthol smokers 21-34.

Program Components:

- *Green Team focuses on consumer interaction through peer selling, sampling and name generation. Hosts Salem events and performs retail intercepts.
- *Priority Cities - 28 Salem exclusive contracted venues. Host Greenball events. Implement VAS to increase distribution and availability in venues. Drive name generation.
- *Satellite Tour - Utilize a tour to expand the reach of the Salem event experience by taking national talent to secondary markets outside the seven priority cities.
- * 834 events that run across seven metros and satellite cities.

ORB E Program:

Program Objective:

Causal marketing program designed to:

- *Enhance credibility
- *Build emotional bond with the audience
- *Establish new avenue to attract and convert adult competitive menthol smokers

Program Components:

Program supports emerging artists in the field of music, fashion, comedy and art by offering access to key industry insiders. Supports Salem events in Q2, Q3 and Q4.

- *The Calling - provide opportunity for new artists to demo talent and perform in Salem events.
- *The Gathering - regional competition for selection of best new artist.
- *The Chosen - performance by regional winners.

Budget Summary for 2000:

	KBA	RJR	TOTAL
KBA Fee	\$5.000	-	\$5.000
Special Events	1.096	-	1.096
Green Zone	0.250	-	0.250
Bar Essentials/Premiums	-	0.605	0.605
Event Promotion	1.457	-	1.457
Green Team	0.809	-	0.809
VAS Venue	0.043	0.024	0.067
Retail Intercept	0.421	-	0.421
National T&E	0.500	-	0.500
Training	0.075	-	0.075
Satellite Tour	1.246	-	1.246
Merchandising Events	0.050	-	0.050
Event Gratis	-	0.348	0.348
Coupons	-	0.372	0.372
Other	0.103	-	0.103
1999 Event Budget	\$11.050	\$1.349	\$12.399
ORB E Event Budget	1.201	0.300	1.501
Total	\$12.251	\$1.649	\$13.900
(1999 Prespending \$.807)			

Priority Cities

New York
Chicago
Boston
Baltimore
Philadelphia
Richmond/Norfolk
Pittsburgh

Sample of Satellite Tour Cities

Milwaukee, WI	Aurora, IL
New Haven, CT	Peoria, IL
Rochester, NY	Scranton, PA
Old Bridge, NJ	Newark, DE
Albany, NY	Virginia Beach, VA
Providence, RI	Pasadena, MD

*VAS to establish kiosk in 68 venues in seven metros

*Intercepts to conduct 45,500 pack swaps in 175 calls

AOPP

52953 3637

Doral

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Objective:

Build SOM and Buyer Base in key outlets through 3P Superiority. Reverse downward CTS trend with CTS "House Brand"/EDLP approach. Hold Share of Savings through effectively executed competitive pricing.

Strategies:

- Maintain proactive pricing strategy by implementing a national rate with enhancement opportunities in EDLP outlets.
- Leverage brand equity and product differentiation in quarterly promotions: (Mar-June: "Packed Tighter"; Sept: "Across America"; Dec: "Big Brand")
- Increase brand promotion, display coverage, and presence with the execution of quarterly workplan promotions across all classes of trade.
- Fully develop CTS "House Brand" strategy to aggressively defend against 4th tier.
- Drive Box upside potential with 3P emphasis.

Offensive Promotions:

C/Gas - Offer multi-pack price promotions (B2G1F) in March, June, September, and December in order to generate trial among competitive smokers.

CTS - Offer Multi-pack price promotions (B10G2F) twice per quarter in order to reflect the growing importance in this outlet. Test CTS B10GTin promotion in Feb. for national CTS promotion in July and December (in place of B10G2F). Add back B2G1F promotion in March, June, September, and December in order to generate trial among competitive smokers.

Supermarkets - Multi-pack price promotion (B2G1F) in March, June, September, and December to support committed stores in this outlet type.

Defensive Promotions:

Execute \$4.50 national strategy (subject to competitive rates) to increase share among target and remain competitive with branded savings. Enhance EDLP program to narrow gap to 4th tier for DORAL. Establish performance criteria for superior presence/discounting in CTS & C/Gas outlets.

POS/PDI:

Maintain big brand presence and convey price parity with competitive savings brands by using strong and impactful merchandising and point-of-sale materials. Quadruple DORAL Home of Value penetration (from 500 to 2000).

Budget:

	\$ (mm)	PV (mm)	% PV
Workplan Promotions	\$ 34.4	2,180	8.0%
POS/PDI	2.8		
Other	1.5		
Total 2000 Retail	\$ 38.6	2,180	8.0%
2001 Prespending			
Total Retail (1)	\$ 38.6	2,180	8.0%
Field Discounting (2)	\$ 633.0	23,163	85.5%
EDLP Bonus (3)	16.6		
Production & Hdrg	1.0		
Trade DM	3.4		
Discounting Reserve	(24.0)		
Total Discounting	\$ 630.0	23,163	85.5%
2000 Consumption Volume	27,091		

(1) Does not include \$3.840mm of prespending in 1999.

(2) Includes adjustment for increased discounting due to Jan. price increase.

(3) EDLP Bonus does not include incremental funds for program expansion.

Doral 2000 Jan LE

Direct Marketing

Objective:

Leverage loyalty based relationship marketing to build the Doral community as a compelling point of difference for both franchise & competitive smokers.

Strategies:

- Acquire competitive smokers:
 - Develop new sources of incremental competitive smokers.
 - Shorten the emotional/behavioral transition from competitive to core.
- Develop their business:
 - Build business via demonstrated franchise appreciation and reward.
 - Evolve/establish Doral Community as the destination.
- Retain them as core buyers:
 - Build connection and impact via frequent and meaningful interactions.

Description of Mailings:

Mail Flow:	DTS	Offer	Expected Mail Qty
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Core Flow:

Core #1	Jan-00	\$1 4pkts/Ctn & Ctn Order Form	388
Core #2	Apr-00	\$2 ctn	233
Core #3	Jul-00	\$2 ctn	250
Core # 4	Nov-00	\$2 ctn	275
Birthday	ongoing	\$1 4pkts/Ctn	527

Fringe Flow:

Fringe #1	Jan-00	\$2 4pkts/Ctn & Ctn Order Form	578
Fringe #2	Apr-00	2 - \$2 4 pkts/ctn	462
Fringe #3	Jul-00	2 - \$2 4 pkts/ctn	475
Fringe #4	Aug-00	2 - \$2 4 pkts/ctn	485
Fringe #5	Nov-00	2 - \$2 4 pkts/ctn	500
Birthday	ongoing	\$2 4pkts/Ctn	492

Competitive Flow:

CC #1	Every 2 weeks	2 Free Packs	700
CC #2	ongoing	\$3 4 pkts/ctn; \$.50 2 pkts	630
CC #3	ongoing	FCO Intro Rollfold	536
CC #4	ongoing	\$2 4 pkts/ctn; \$.50 2pkts	536
CC #5	ongoing	Recipe Postcard	477
CC #6	ongoing	Celebration Postcard	477
CC #7	ongoing	Last Chance Rollfold	455

Budget:

	\$(mm)
Core	\$ 1.9
Fringe	3.5
Competitive	4.5
PTBS Mailer	1.0
Volume Mailers	2.6
Celebration	2.5
Customer Service	2.0
Other (1)	2.4
Total 2000 DM	<u>\$ 20.4</u>
2001 Prespending	<u>\$ 20.4</u>
Total DM (2)	<u><u>\$ 20.4</u></u>

(1) Includes: MARC, Name Generation, Agency Production, DTC, etc.

(2) Does not include \$3.502mm of prespending in 1999.

Doral 2000 Jan LE

Direct Marketing-Carton Bounce Back Program

Objective:

To improve brand profitability through a product for proofs program by maintaining franchise loyalty, building Doral's business; and acquiring competitive smokers.

Strategies:

Advertise the carton program as a compelling point of difference versus our competitors and promote it as a tangible demonstration of our positioning that you get more with Doral.

Budget:

	\$(mm)
2000 Carton Bounce Back Program	\$ 14.4
2001 Prespending	
Total Carton Bounce Back Program (1)	<u>\$ 14.4</u>

(1) Does not include \$3.203mm of prespending in 1999.

2000 Estimates	Core	Fringe	Competitive	Total
% of Database Participation	70%	37%	0%	45%
Planned # of Players	390	160	1	550
Avg # of Cartons Each	3.0	2.4	1.2	2.8
Total Cartons Each	1,180	383	1	1,564
% of Total Cartons	75%	24%	0%	100%
Carton Limit	4	4	4	
% of Players at Limit	NA	NA	NA	NA
Promoted Volume(m)	1,652	536	2	2,190

Objective:

Achieve mass, broad based awareness of Doral's positioning among price sensitive smokers, 35-49.

Strategies:

Maintain strong presence in mass print. Utilize non-traditional mass media to create higher frequency and more effective reach.

Print

Vertical Print Emphasis(30 Titles) with Broad Reach Overlay(9 Titles).

Product News Campaign March-September.

Addition of Geographically targeted ROP.

Non-Traditional Vehicles

Convenience/Gas One Sheets, Newspaper Bags in 109 Priority Markets, Collector Cards, In Venue Postcards in Microzone.

Public Relations/Other

Employ public relations to extend awareness of Doral's identity as well as to support other marketing programs. Emphasis on Heartland Restoration with America the Beautiful and Military Service Appreciation Program at CTS Venues. Publicize Events that communicate Doral's Identity.

Budget Summary:

(Dollars in Millions)

Print	\$	13.200
Non-Traditional Vehicles		2.000
Production		0.935
Agency Fees		4.202
Public Relations Execution		1.000
Collector Cards		1.000
External Public Relations		0.608
Total(1)	\$	<u>22.945</u>

(1) Not Included Above, \$.207 for Ad Production and \$.105 for Newspaper Wrap. Both items were Prespending included in 1999.

Brand	2000 SOV	2000 SOSV
Doral	4.0%	19.8%
GPC	7.4%	36.9%
Basic	7.6%	37.8%

Forsyth

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Forsyth 2000 Jan LE

Objective:

Provide strategic benefit/leverage to Total RJR portfolio approach (FP; BS; PL) without disrupting the marketplace. Achieve the highest possible margins while maintaining leadership position in lowest tier and providing a point of difference with retail partners.

Strategies:

Leverage Forsyth to properly balance RJR portfolio by remaining as price competitive as feasible. Focus efforts toward partners whose philosophies assist RJR in achieving its strategic objectives.
Ensure retail presence with displays and price communication to leverage a point of difference. Minimize complexity of Forsyth components to improve understanding and ease of execution.
Minimize SKU proliferation as possible, without compromising partnerships. Assist on Doral action plan for PL retailers.

Off-Invoice Allowance and Alliance Program

Effective 2/28/00, the Forsyth program was enhanced by \$1.00 per carton to improve Forsyth's price competitiveness at retail on an everyday basis. These changes were necessary to remain competitive with the emerging 'wildcatter' 4th tier companies. 'Wildcatter' companies' share of the lowest tier has grown from 9% in Jan 1997 to 49% in Jan. 2000(based on MARLIN).

As a result of the price increase effective January 17, 2000, Forsyth revised its Plan A and EDLP programs effective 2/28/00-12/31/00. Plan A accounts' program was enhanced by \$1.00 per carton off invoice.

EDLP accounts will be dealt back through TPS an additional \$1.00 per carton effective 2/28/00-12/31/00.

2000febFCT.XLS - Forsyth

Budget Summary:

(Dollars in Millions)

Alliance/SOC Program	\$ 162.885
<u>Other Marketing:</u>	
Signon Bonuses/Renewals	\$ 3.800
Contract Addendum	1.000
Volume Incentives	0.200
Meeting Competition	5.000
POS	0.200
Packaging/Other	0.300
Sub-total Other Marketing	\$ 10.500
Total Marketing	<u>\$ 173.385</u>
Off-Invoice Allowances	<u>\$ 117.450</u>
Total Spending	<u>\$ 290.835</u>

Alliance Account Summary:

Account	Alliance Balance
Sun Company	\$ 2.315
Circle K	2.260
Food Lion	1.266
Diamond Shamrock	0.816
GHC Merchandise Distribution	0.799
The Vons Companies	0.748
Amerada Hess	0.721
Pantry	0.635
Cumberland Farms	0.603
Top 9 Accounts represent 36% of Alliance Balance	<u>\$ 10.163</u>
Total Alliance Balance	<u>\$ 28.351</u>

Marketing Finance
3/3/00 - 9:19 AM

Forsyth Volume Summary

<u>Class of Trade</u>	<u>Total # of Accounts</u>	<u>% of Accounts</u>	<u>% of Volume</u>
Convenience	108	25.6	56.5
Supermarkets	44	10.4	16.4
CTS	2	0.5	3.0
Other	5	1.2	14.0
Grocery Wholesale	24	5.7	1.8
Peer Marketing	201	47.6	4.0
Tobacco Distributors	<u>38</u>	<u>9.0</u>	<u>4.3</u>
Total	422	100.0	100.0

Forsyth Account Summary

<u>Account</u>	<u>Brand</u>	<u>Class of Trade</u>	<u>% of Volume</u>
1 Costco	Bonus Value	R/DT	13.4
2 Circle K	Austin	CN	8.8
3 Sheetz	Jacks	CN	5.3
4 Albertsons	Best Value-A	SM	5.2
5 Dillon Companies	Sundance	CN/SM	5.1
6 Peer Marketing	Various	WH	4.0
7 Food Lion	1st Choice	SM	3.4
8 Cumberland Farms	Mustang	CN	3.2
9 Kwik Trip	Worth	CN	3.1
10 Sun Company	Cimarron	CN	2.8
11 Smoker Friendly	Smoker Friendly	CTS	2.8
12 Diamond Shamrock	Smoke 1	CN	2.1
13 H. T. Hackney	Citation	TD	1.7
14 Astro Western	Value Pride	CN	1.5
15 The Pantry	Worth	CN	<u>1.4</u>
Total			63.8

Forsyth 2000 Retail Plan A Contracted Carton Pricing

List Price:	\$19.84
Terms/EFT	0.71
Off-Invoice Allowance	3.60
PL Share of Category	0.85
Alliance Program	<u>4.30</u>
Net Price	<u>\$10.38</u>
	2000 (1)
SOM	1.5%
SOL	27.3%

(1) Based on 2000 YTD MARLIN(Restated)

TAB: SME

(replace entire section)

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Sports Marketing Enterprises

2000 Operating Plan Summary

Sports Marketing Enterprises

2000 Budget

Winston

	2000 OP	L.E.	Difference
Cup Operations	\$ 21.148	\$ -	\$ (21.148)
Drag Operations	5.998	-	(5.998)
Racing Series	3.285	-	(3.285)
Team Winston Cup	-	-	-
Team Winston Drag	1.560	-	(1.560)
SME Development	0.100	-	(0.100)
Total Operations	\$ 32.091	\$ -	\$ (32.091)
No Bull 5	\$ 4.835	\$ -	\$ (4.835)
Conversion Programs	11.166	-	(11.166)
Event Promotion	5.700	-	(5.700)
Simulator>Showcar	-	-	-
Total Winston	\$ 53.792	\$ -	\$ (53.792)

Camel

Biker Event Promotion	\$ 2.540	\$ -	\$ (2.540)
Biker Conversion	0.720	-	(0.720)
Pool Operations	8.380	-	(8.380)
Total Camel	\$ 11.640	\$ -	\$ (11.640)

Vantage Championship

	\$ 3.700	\$ -	\$ (3.700)
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Products Division

	\$ -	\$ -	\$ -
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Sponsorship Leverage

	\$ 0.100	\$ -	\$ (0.100)
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Total SME

	\$ 69.232	\$ -	\$ (69.232)
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Outside Business(net profit)

None for 2000

	2000 OP	L.E.	Difference
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
	\$ -	\$ -	\$ -
Total Outside Business	\$ -	\$ -	\$ -

G&A Expense

Salary & Fringe	\$ 4.892	\$ -	\$ (4.892)
Travel	2.100	-	(2.100)
Other	0.237	-	(0.237)
Total G&A Expense	\$ 7.229	\$ -	\$ (7.229)

Winston Cup Operations

Program Statistics:

Sanctioning

Includes moneys paid to series governing body and includes cost of point funds, purses, title rights, administrative fees, banquet, and PR Assistance.

Event Presence

Moneys paid to tracks for signage and advertising rights, exhibits/tents/pavilions, banners and inflatables, cost of suites, credentials, tickets, and RJR product exclusivity. Also included is the cost of RJR sponsored races such as "The Winston" and "The Winston 500".

Banquet

End of season banquet.

All Other

Includes items such as freight, SME team expenses, officials uniforms, team uniforms, audio/video, printing services, awards, trophies, tickets, VIP entertainment/lodging, and professional services.

Key Contracts - Sanctioning

NASCAR Term: 2000 - 2009 Evergreen
Adjusted: Annually in October

	2000	2001
Awards Money - Cup	\$ 5,200	\$ 5,200
Image Campaign	\$ 2,000	\$ 2,500
Awards Money - The Winston	\$ 1,215	\$ 1,215
Season Banquet	\$ 0.770	\$ 0.847
Marketing Platform	\$ 1,000	\$ 1,500
Awards Money - Winston Million	\$ -	\$ -
Administration	\$ 3,000	\$ 3,500
Winner Payment	\$ -	\$ -

2000 Budget

Budget Summary for 2000 O.P.:

	2000 OP	L.E.	Difference
Sanctioning/Sponsor Fee	\$ 10,950	\$ -	\$ (10,950)
Event Presence	6.478	-	(6.478)
Banquet	0.770	-	(0.770)
Total Contractual	\$ 18,198	\$ -	\$ (18,198)
Signage/Maintenance	\$ 0.595	\$ -	\$ (0.595)
Catering	0.320	-	(0.320)
Public Relations	0.440	-	(0.440)
Scoreboard/Event Support	0.508	-	(0.508)
Branded Items/VIP Gifts	0.289	-	(0.289)
Ms. Winston	0.080	-	(0.080)
Gratis	0.102	-	(0.102)
All Other	0.616	-	(0.616)
Total Non-Committed	\$ 2,950	\$ -	\$ (2,950)
Total Winston Cup Operations	\$ 21,148	\$ -	\$ (21,148)

Paid .250 of Marketing Platform in 1999

Events:

Winston Cup Races	34
RJR Sponsored Races	2

Key Contracts - Event Presence

Term	2000	2001	2002
Speedway Motorsports	\$ 1,289	\$ 1,397	\$ -
Daytona	\$ 0.700	\$ -	\$ -
Talladega	\$ 1,000	\$ -	\$ -
Michigan\California	\$ 0.400	\$ -	\$ -
Miscellaneous	\$ 0.305	\$ 0.815	\$ -
Total	\$ 3,694	\$ 2,212	\$ -

*Speedway Motorsports covers Atlanta, Bristol, Charlotte, Texas, & Sears Point

Winston Drag Operations

2000 Budget

Program Statistics:

Sanctioning

Includes moneys paid to series governing body and includes cost of point funds, title rights, administrative fees, and PR Assistance.

Event Presence

Moneys paid to tracks for signage and advertising rights, exhibits/tents/pavilions, banners and inflatables, cost of suites, credentials, tickets, and RJR product exclusivity. Also included is the cost of RJR sponsored races such as "The Winston Showdown".

Other - Contractual

End of season banquet. \$0.170

All Other

Includes items such as freight, SME team expenses, officials uniforms, team uniforms, audio/video, printing services, awards, trophies, tickets, VIP entertainment/lodging, and professional services.

Key Contracts - Sanctioning

NHRA Term: 1995 - 1999

Adjusted: Annually in October

	2000	2001
Point Fund*	\$ 1.150	\$ -
Winston Top 10	\$ 1.200	\$ -
Title Rights	\$ -	\$ -
Administration	\$ 0.100	\$ -
Public Relations	\$ 0.104	\$ -
Total	\$ 2.554	\$ -

* Point Fund = 1.0 Season, .105 Top Qualifier, .020 Rookie of Year, .025 ProStock TRK Series

Budget Summary for 2000 O.P.:

	2000 OP	L.E.	Difference
Sanctioning/Sponsor Fee	\$ 2.554	\$ -	\$ (2.554)
Event Presence	1.896	-	(1.896)
Other	0.170	-	(0.170)
Total Contractual	\$ 4.620	\$ -	\$ (4.620)
Signage/Maintenance	\$ 0.325	\$ -	\$ (0.325)
Catering	0.201	-	(0.201)
Public Relations	0.112	-	(0.112)
Scoreboard/Winston Vision	0.275	-	(0.275)
Branded Items/VIP	0.070	-	(0.070)
Ms. Winston	0.070	-	(0.070)
Gratis	0.048	-	(0.048)
All Other	0.277	-	(0.277)
Total Non-Committed	\$ 1.378	\$ -	\$ (1.378)
Total Winston Drag Operations	\$ 5.998	\$ -	\$ (5.998)

Events:

Winston Drag Races

24

Key Contracts - Event Presence

	Term	2000	2001	2002
Route 66 (Chicago)	1998-2000	\$ 0.125	\$ -	\$ -
Dallas	1999-2000	\$ 0.150	\$ -	-
Miscellaneous*	Various	\$ 0.750	\$ -	\$ -
Total		\$ 1.025	\$ -	\$ -

21 separate contracts with individual tracks

Winston Racing Series/Winston West

2000 Budget

Program Statistics:

Sanctioning

Includes moneys paid to series governing body and includes cost of point funds, title rights, administrative fees, and PR Assistance.

Buy out of Racing Series 1.200

Event Presence

Moneys paid to tracks for signage and advertising rights, exhibits/tents/pavilions, banners and inflatables, cost of suites, credentials, tickets, and RJR product exclusivity. Also included is the cost of RJR sponsored races such as "Winston" nights at various tracks and "The Winston 200".

Banquet

End of season banquet.

All Other

Includes items such as freight, SME team expenses, team uniforms, awards, trophies, tickets, VIP entertainment/lodging, and professional services.

Key Contracts - Sanctioning

NASCAR Term: 2000 - 2001 Evergreen
Adjusted: Annually in October

	2000	2001
Track Champ	\$ -	\$ -
Regional Champ	\$ -	\$ -
National Championship	\$ -	\$ -
Winston West	\$ 0.350	\$ -
Racing Series Buyout	\$ 2.400	\$ -
Total	<u>\$ 2.750</u>	<u>\$ -</u>

Budget Summary for 2000 O.P.:

	2000 OP	L.E.	Difference
Sanctioning/Sponsor Fee	\$ 2.750	\$ -	\$ (2.750)
Event Presence	0.070	-	(0.070)
Banquet	0.045	-	(0.045)
Total Contractual	\$ 2.865	\$ -	\$ (2.865)
Signage/Maintenance	\$ 0.085	\$ -	\$ (0.085)
Catering	0.040	-	(0.040)
Public Relations	0.008	-	(0.008)
Branded Items/VIP	0.025	-	(0.025)
Officials Uniforms	0.005	-	(0.005)
Sponsorship/Title Rights	0.080	-	(0.080)
Printing Service	0.012	-	(0.012)
Audio/Video	0.015	-	(0.015)
Gratis	0.006	-	(0.006)
All Other	0.144	-	(0.144)
Total Non-Committed	\$ 0.420	\$ -	\$ (0.420)
Total Winston Racing Series	\$ 3.285	\$ -	\$ (3.285)

Key Contracts - Event Presence

Miscellaneous	Term Various	1999	2000	2001
		\$ 0.070	\$ -	\$ -

11 separate contracts with individual tracks

Winston Cup Car Sponsor

2000 Budget

Program Statistics:

Sponsor Fee

Includes moneys paid to team owner for a race worthy car, crew and driver as well as assistance with promotional programs.

Other - Contractual

Cost of engines for the year 2000 if sponsorship continues

All Other

Includes items such as freight, SME team expenses, team uniforms, audio/video, printing services, tickets, VIP entertainment/lodging, and professional services.

Budget Summary for 2000 O.P.:

	2000 OP	L.E.	Difference
Sponsor Fee*	\$ -	\$ -	\$ -
Drivers Agreement	-	-	-
Other	-	-	-
Total Contractual	\$ -	\$ -	\$ -
Catering	\$ -	\$ -	\$ -
Public Relations	-	-	-
Branded Items/VIP	-	-	-
Team Uniforms	-	-	-
Gratis	-	-	-
All Other	-	-	-
Total Non-Committed	\$ -	\$ -	\$ -
Total Winston Cup Car	\$ -	\$ -	\$ -

Key Contracts - Sponsorship

Travis Carter Enterprises

Term: 1996 - 1998 1999 Commitment if in top 15

	2000	2001
Contract	\$ -	\$ -

Key Contracts - Driver Personal Services

Jimmy Spencer

Term: 1999

	2000	2001
Contract	\$ -	\$ -

Winston Drag Car Sponsor

2000 Budget

Program Statistics:

Sponsor Fee

Includes moneys paid to team owners for a race worthy car, crew and driver as well as driver personal appearances, and assistance with promotional programs.

All Other

Includes items such as freight, SME team expenses, team uniforms, audio/video, printing services, tickets, VIP entertainment/lodging, and professional services.

Key Contracts - Sponsorship

Term: 1999

	2000	2001
Allan Johnson - Top Fuel	\$ 1.950	\$ -
Star Racing - Bike	\$ 0.400	\$ -
Total	<u>\$ 2.350</u>	<u>\$ -</u>

Key Contracts - Driver Personal Services

Gary Scelzi

Term: 2000

	2000	2001
Contract	\$ 0.100	\$ -
Angelle Seeling	<u>\$ 0.100</u>	<u>\$ -</u>

Budget Summary for 2000 O.P.:

	2000 OP	L.E.	Difference
Sponsor Fee*	\$ 1.000	\$ -	\$ (1.000)
Driver Contract	0.200	-	(0.200)
Total Contractual	\$ 1.200	\$ -	\$ (1.200)
Catering	\$ 0.010	\$ -	\$ (0.010)
Professional Fees	0.050	-	(0.050)
Branded Items/VIP	0.015	-	(0.015)
Public Relations	0.045	-	(0.045)
Team Uniforms	0.030	-	(0.030)
All Other	0.210	-	(0.210)
Total Non-Committed	\$ 0.360	\$ -	\$ (0.360)
Total Winston Drag Cars	\$ 1.560	\$ -	\$ (1.560)

*Top Fuel team paid \$.900 in 1999

*Pro Stock team paid \$.250 in 1999

Winston SME Development

2000 Budget

Program Statistics:

Event Presence

W-S Warthogs (\$5,000)

All Other

Special Projects that are program related such as community events, additional customer relations, and public relations.

Key Contracts

DMP Archives

Term: 1998-2000

Contract	2000		2001
	\$	0.083	
			-

Budget Summary for 2000 O.P.:

	2000 OP	L.E.	Difference
Event Presence	\$ 0.005	\$ -	\$ (0.005)
Other	0.083	-	(0.083)
Total Contractual	\$ 0.088	\$ -	\$ (0.088)
All Other	\$ 0.012	\$ -	\$ (0.012)
Total Non-Committed	\$ 0.012	\$ -	\$ (0.012)
Total SME Development	\$ 0.100	\$ -	\$ (0.100)

Winston No Bull 5

2000 Budget

Program Statistics:

Insurance Policy for No Bull 5

Each race insured for \$1.000 driver bonus and \$0.535 for a \$1.000 20 year fan annuity. Total amount insured equals \$8.000.
Fan may elect to receive \$.600 in lieu of annuity.

Rebate paid to RJR: None

Other Support

At Event Signage/Promotion/PR

Races

Daytona	February 20	Winner
Las Vegas	March 5	Winner
Charlotte	May 28	Winner
Richmond	September 10	Winner
Talladega	October 15	Winner

Contenders for Daytona

Dale Earnhardt
Dale Jarrett
Ricky Rudd
Ward Burton
Kenny Wallace

Contenders for Las Vegas

Budget Summary for 2000 O.P.:

	2000 OP	L.E.	Difference
Insurance Policy*	\$ 4.335	\$ -	\$ (4.335)
Other Support	\$ 0.500	\$ -	\$ (0.500)
Total Other Support	\$ 0.500	\$ -	\$ (0.500)
Total No Bull 5	\$ 4.835	\$ -	\$ (4.835)

* Total cost for insurance policy equals \$4.335

Winston Conversion Programs

2000 Budget

Program Statistics:

	L.E.
SME At-Event - Cup	
Contacts	800,000
Group III Fixed and Var. Cost/Contact	\$ 7.37
SME At-Event - Drag	
Contacts	200,000
Group III Fixed and Var. Cost/Contact	\$ 14.22

Budget Summary for 2000 O.P.:

	2000 OP	L.E.	Difference
SME At-Event - Cup			
Group III Fixed	\$ 1,848	\$ -	\$ (1,848)
Group III Variable	4,050	-	(4,050)
Spevco Execution/Lease	0.961	-	(0.961)
Uniforms	0.300	-	(0.300)
Name Generation Technology	0.050	-	(0.050)
Misc./ Shipping/Booths/Catering	0.162	-	(0.162)
Total At-Event - Cup	<u>\$ 7,371</u>	<u>\$ -</u>	<u>\$ (7,371)</u>
SME At-Event - Drag			
Group III Fixed	\$ 0.777	\$ -	\$ (0.777)
Group III Variable	2,067	-	(2,067)
Spevco Execution/Lease	0.766	-	(0.766)
Uniforms	0.075	-	(0.075)
Name Generation Technology	0.050	-	(0.050)
Misc. Shipping/Booths/ Refurb	0.060	-	(0.060)
Total At-Event - Drag	<u>\$ 3,795</u>	<u>\$ -</u>	<u>\$ (3,795)</u>
Total Conversion			
Group III Fixed	\$ 2,625	\$ -	\$ (2,625)
Group III Variable	6,117	-	(6,117)
Spevco Execution/Lease	1,727	-	(1,727)
Uniforms	0.375	-	(0.375)
Name Generation Technology	0.100	-	(0.100)
Misc. Shipping/Booths/ Refurb	0.222	-	(0.222)
	<u><u>\$ 11,166</u></u>	<u><u>\$ -</u></u>	<u><u>\$ (11,166)</u></u>

Winston Event Promotion

2000 Budget

Program Statistics:

Interactive consumer exhibits designed to increase awareness of the Winston brand and to facilitate personal selling/conversion programs.

SME Event Promotion - Cup

Winston Thunder Theater

SME Event Promotion - Drag

None for year 2000

SME Event Promotion - Team Winston Pit Stop

Team Winston Pit Stop - Infield program at 15 Cup Races

1 Pack Swap Booth

1 Lighted Helium Balloon

Inflatable Pack, Entrance Archway, Table and Benches

Contracts

SPEVCO - Trackhouse Operation and Roving Thunder Theater Ops.

Scene 3 - Projection and Audio equipment operation

Dean Hall - Entertainment and Promotional services

Budget Summary for 2000 O.P.:

	2000 OP	L.E.	Difference
SME Event Promotion - Cup			
Thunder Dome	\$ 2.525	\$ -	\$ (2.525)
Construction	0.200	-	(0.200)
Scene 3	0.815	-	(0.815)
Cup Exhibit Refurbishment	0.200	-	(0.200)
Tickets	0.150	-	(0.150)
Thunder Theater Video\ Licensing	-	-	-
Miscellaneous\Other	0.080	-	(0.080)
Catering	0.020	-	(0.020)
Total Event Promotion - Cup	\$ 3.990	\$ -	\$ (3.990)
SME Event Promotion - Drag			
Winston Drag Trackhouse	\$ -	\$ -	\$ -
Drag Exhibit Refurbishment	-	-	-
Vehicle Leases	-	-	-
Flag Production	-	-	-
Miscellaneous\Other	-	-	-
Total Event Promotion - Drag	\$ -	\$ -	\$ -
SME Event Promotion - Infield\Pit Stop			
Infield Operations	\$ 0.670	\$ -	\$ (0.670)
Sponsorship Site Fees	0.125	-	(0.125)
Dean Hall Entertainment	0.362	-	(0.362)
Exhibit Maintenance and Refurb	0.345	-	(0.345)
Miscellaneous\Other\Infield Supp.	0.055	-	(0.055)
Total Event Promotion - Road Show	\$ 1.557	\$ -	\$ (1.557)
Banner Patrol- Cup and Drag			
Cup	0.153	-	(0.153)
Drag	-	-	-
Total Banner Patrol - Cup and Drag	\$ 0.153	\$ -	\$ (0.153)
Grand Total Event Promotion	<u>\$ 5.700</u>	<u>\$ -</u>	<u>\$ (5.700)</u>

Winston Showcar/Simulator/Balloon

2000 Budget

Program Statistics:

None for Year 2000

Showcar

- 1 Showcar utilized at Races and at Retail
- 1 Leased Vehicle
- 1 Full-time temporary headcount and expenses
- 1 Showcar available but not being utilized
- 4 T-Birds in storage

Simulator

- 1 Simulator utilized at Races and at Retail
- 1 Leased Vehicle
- 2 Simulators available but not being utilized
- 1 Full-time temporary headcount and Expenses
- 1 Model hired at each Location

Budget Summary for 2000 O.P.:

	2000 OP	L.E.	Difference
Showcar			
Salary/Benefits	\$ -	\$ -	\$ -
Variable Vehicle Operating	-	-	-
Drivers Expense	-	-	-
Models	-	-	-
Miscellaneous	-	-	-
Total Showcar	\$ -	\$ -	\$ -
Simulator			
Salary/Benefits	\$ -	\$ -	\$ -
Variable Vehicle Operating	-	-	-
Drivers Expense	-	-	-
Models	-	-	-
Miscellaneous	-	-	-
Total Simulator	\$ -	\$ -	\$ -
Total Showcar/Simulator	\$ -	\$ -	\$ -

Camel Biker Event Promotion

2000 Budget

Program Statistics:

Events - 10 Biker Rallies

Daytona	Sturgis
Laughlin	Ignacio
Myrtle Beach	Reno
Laconia	Biketoberfest
Hollister	Ft. Lauderdale

note: 5 additional small rallies

(Scottsdale, AZ - Red River, NM -Chillicothe, OH - Sturgis, KY)
Nashville, TN)

Roadhouse

Interactive consumer exhibits designed to increase awareness of the Camel brand.

Roadhouse Includes:

- Band
- Bootshine
- Camel Speed Shot
- Biker Exhibit
- 5 Custom Bikes
- C-Note Redemption
- Camel Store and Cigarette Sales
- Crazy Horse Memorial fund raising

Camel Showbikes

Conversion at Camel Equity events to include SFX, Camel Club Program and Speed Shot venues

Showbikes include:

- Five Custom Bikes
- One Rig
- Number of shows TBD

Budget Summary for 2000 O.P.:

	2000 OP	L.E.	Difference
Site Fees	\$ 0.380	\$ -	\$ (0.380)
Group III			
Variable	0.774	-	(0.774)
Fixed Expense	0.720	-	(0.720)
Total Group III	\$ 1.494	\$ -	\$ (1.494)
Specvo			
Variable	\$ 0.226	\$ -	\$ (0.226)
Fixed Expense	0.369	-	(0.369)
Equipment Refurbishment	-	-	-
Total Specvo	\$ 0.595	\$ -	\$ (0.595)
Art Exhibit			
* 4 Bikes	-	-	-
Other Expense	0.060	-	(0.060)
Total Art Exhibit	\$ 0.060	\$ -	\$ (0.060)
Other Expense			
Signage	\$ 0.020	\$ -	\$ (0.020)
Branded Items	0.010	-	(0.010)
Uniforms-Non SME	0.010	-	(0.010)
Printing/Photo Services	0.016	-	(0.016)
Show Bikes	0.125	-	(0.125)
Live Product	0.060	-	(0.060)
Miscellaneous	0.010	-	(0.010)
Premium\Product Sales	(0.100)	-	0.100
Bike Sell	(0.140)	-	0.140
Total Other Expense	\$ 0.011	\$ -	\$ (0.011)
Total Biker Program	\$ 2.540	\$ -	\$ (2.540)

Purchased 5 Bikes for 150m in 1999

Camel Biker Conversion

Program Statistics:

Events - 8 Biker Rallies

Daytona	Sturgis
Laughlin	Ignacio
Myrtle Beach	Reno
Laconia	Biketoberfest
Hollister	Ft. Lauderdale

2000 Budget

Budget Summary for 2000 O.P.:

	2000 OP	L.E.	Difference
Group III			
Overhead	\$ 0.213	\$ -	\$ (0.213)
Variable Labor	0.507	-	(0.507)
Gratis	-	-	-
Miscellaneous	-	-	-
Total Group III	<u>\$ 0.720</u>	<u>\$ -</u>	<u>\$ (0.720)</u>

Camel Pool Operations

2000 Budget

Program Statistics:

Camel 8 Ball Classic

Season APA Amateur Singles Finals
Awards Banquet, Signage, Decorations

Camel Pool League Finals

Season APA Team Finals
Awards Banquet, Signage, Trophies

Camel Pro Event \ Shoot Outs

Series consisting of 1 Professional Event and 15 Pro Shoot Outs

16 Events

Individual Event Purses

Personal Selling

Group III Event Execution/Field

Site Costs

Signage

Tournament Management

REAP\Speed Shot

Group III Execution - Fixed/Variable Labor and Travel Expenses

Budget Summary for 2000 O.P.:

	2000 OP	L.E.	Difference
Camel 8 Ball Classic	\$ 0.059	\$ -	\$ (0.059)
Camel Team Championship	\$ 0.082	\$ -	\$ (0.082)
Camel Pro Event\Shoot Out Purses			
Season Point Fund	\$ -	\$ -	\$ -
Event Purses	0.111	-	(0.111)
Total	\$ 0.111	\$ -	\$ (0.111)
Camel Pro Event \ Pro Shoot Outs			
Site Rental	0.015	-	(0.015)
Professional Services	0.070	-	(0.070)
Pro Shoot Outs	0.400	-	(0.400)
Table Rental	0.030	-	(0.030)
Special Event Services	0.030	-	(0.030)
Miscellaneous Site Costs	-	-	-
Event Catering	0.005	-	(0.005)
Event Signage\Print\AV	0.078	-	(0.078)
Branded Items	0.005	-	(0.005)
Press Relations	0.040	-	(0.040)
REAP Incentives	0.525	-	(0.525)
Total Pro Billiard Series	\$ 1.198	\$ -	\$ (1.198)
Reap\Speed Shot Group III Labor/Travel	\$ 6.844	\$ -	(6.844)
Miscellaneous - All Other	\$ 0.086	\$ -	(0.086)
Total Pool Program	\$ 8.380	\$ -	\$ (8.380)

Vantage Championship

2000 Budget

Program Statistics:

Program Funded by RJR Sales

Year Round Staff (TSFI)

Managed by SME Direction (Tournament Director)

Tournament Activities

- Two day Pro-Am
- Three Day Tournament
- Pairings Party
- Customer Day Time Entertainment
- Gala
- Transportation
- Media
- Catering

Coordinate Activities w/ Sales

Key Contracts

PGA Tour Term: 1991 - 2001

	2000	2001
Awards Money	\$ 1,500	\$ 1,500
TSFI	\$ 1,280	\$ 1,280

Budget Summary for 2000 O.P.:

	2000 OP	L.E.	Difference
Championship Purse	\$ 1,500	\$ -	\$ (1,500)
TSFI Sponsorship Payment	1,280	-	(1,280)
Total Contractual	<u>\$ 2,780</u>	<u>\$ -</u>	<u>\$ (2,780)</u>
Signage	\$ 0.010	\$ -	\$ (0.010)
Professional Services	0.090	-	(0.090)
Transportation	0.150	-	(0.150)
VIP Lodging	0.065	-	(0.065)
VIP Entertainment	0.202	-	(0.202)
Catering	0.231	-	(0.231)
Printing/Photo	0.063	-	(0.063)
Gifts	0.030	-	(0.030)
Miscellaneous	0.079	-	(0.079)
Total Non-Committed	<u>\$ 0.920</u>	<u>\$ -</u>	<u>\$ (0.920)</u>
Total Vantage Championship	\$ 3,700	\$ -	\$ (3,700)
Transfer from Sales	\$ (3,700)	\$ -	3,700
Net SME Impact	\$ -	\$ -	\$ -

Products Division

2000 Budget

Program Statistics: None for Year 2000

Volume Generation

Includes items such as freight, uniforms, licensing, development, VIP gifts, Etc.

Operational Contracts

Moneys paid to companies for assistance in building, growing, and developing licensing business - catalog support, new item development, transportation of souvenir rig, etc.

Licensing Contracts

Royalty payments from various licensees paid to SME for use of RJR/SME owned logos and properties. A portion of which is shared with team owners.

Budget Summary for 2000 O.P.:

	2000 OP	L.E.
Volume Generation	\$ -	\$ -
Operational Contracts	\$ -	\$ -
Total Expenses	\$ -	\$ -
 Licensing Contracts:		
NASCAR	\$ -	\$ -
RSC Souvenir Programs	-	-
Action Pack	-	-
Racing Champion Cards	-	-
Racing Champions Diecast	-	-
Integrity	-	-
Miscellaneous Royalty Income	-	-
Travis Carter	-	-
Alan Johnson	-	-
Whitt Bazemore	-	-
 Total Non-Committed	\$ -	\$ -
 Total Products Division - Royalties	\$ -	\$ -

Key Contracts

Sponsorship Leverage

2000 Budget

Program Statistics:

Sponsorship Leverage (Winston Partnership)

Moneys used to assist RJR Tobacco Field Sales in leveraging Tobacco Outlets with SME special events.

Customer Races at 22 Winston Drag Events. Entertaining at least 36 key customers per event, providing simulated racing activities, prizes, and catering

Develop and implement local sponsorship opportunities with RJR Sales by leveraging SME properties. Most funding is requested through Sales.

Maximize effectiveness of certain key events by providing RJR Sales extra activities for customers away from the racing activity. This would include golf outings and dinners for Key customers during the year.

Budget Summary for 2000 O.P.:

	2000 OP	L.E.	Difference
Branded Items	\$ 0.032	\$ -	\$ (0.032)
Catering	0.030	-	(0.030)
Sponsorships	0.008	-	(0.008)
VIP Gifts	0.001	-	(0.001)
Signage	0.012	-	(0.012)
Miscellaneous	0.017	-	(0.017)
Total Sponsorship Leverage	\$ 0.100	\$ -	\$ (0.100)

SME Outside Business

2000 Budget

Program Statistics: None for Year 2000

Program for Winston Cup:

- Interaction with team owners, driver, and crew.
- Liaison between team and NASCAR officials.
- Administer at-event public relations.
- Administration of race credentials.
- Hospitality and entertainment.
- Showcar program.

Budget Summary for 2000 O.P.:

	2000 OP	L.E.	Difference
Suite Rental	\$ -	\$ -	\$ -
Tickets	-	-	-
Catering	-	-	-
Showcar Program	-	-	-
Miscellaneous	-	-	-
Total Marketing Expense	-	-	-

Management Fee
Total Nabisco Payment

\$ -	\$ -	\$ -
------	------	------

RJR Profit - Nabisco

Management Fee
Travel Expense in G&A
Salary & Fringe in G&A
Net Profit to RJR

\$ -	\$ -	\$ -
------	------	------

Sports Marketing Enterprises
Budget Change Summary - June LE

Winston
(+/-)

Winston Total Change **0.000**

Camel **0.000**

SME Total Change **0.000**

52953 3666

AOSV

52953 3667

Sports Marketing

52953 3668

Spending

52953 3669

LE Summary

52953 3670

TOTAL MARKETING - Nov 00 LE

Category	Full Price	More/Now	Unallocated	Total FP	Savings	New Bus.	Total
Advertising - Print	67.594			67.594	14.343		81.937
Advertising - Signage	1.987			1.987			1.987
Advertising - Other	3.377			3.377	6.238		9.615
Advertising - Ad Production	12.006			12.006	0.795		12.801
Agency Fees	22.946			22.946	6.358		29.304
TOTAL ADVERTISING	107.910			107.910	27.733		135.644
Package	4.334			4.334			4.334
BSGSF/Gratis	119.776			119.776	35.374		155.150
DPC/Mega							
Workplan Disc - C/O Cpn	0.920			0.920			0.920
WORKPLAN	125.030			125.030	35.374		160.404
Field Discounting	869.742			869.742	806.732		1,676.474
Retailer Accrual-Defensive ONLY							
DISCOUNTING	869.742			869.742	806.732		1,676.474
POS	5.104			5.104	3.454		8.558
Other Retail	30.063			30.063	7.166		37.229
Price Dealback							
TOTAL RETAIL (Incl. Dealback)	1,029.939			1,029.939	852.726		1,882.665
Direct Marketing - Franchise	27.859			27.859	2.322		30.181
Direct Marketing - Fringe					6.768		6.768
Direct Marketing - Competitive	44.467			44.467	4.123		48.590
Direct Marketing - Other	1.971		10.805	12.776	24.464		37.240
TOTAL DIRECT MARKETING	74.297		10.805	85.102	37.677		122.779
Continuity	15.373			15.373	16.418		31.791
Field Marketing	98.642			98.642			98.642
Forsyth Alliance					91.408		91.408
Forsyth Payments					3.500		3.500
SME Operations	34.024			34.024			34.024
SME Other	32.740			32.740			32.740
SMS Charges	10.000			10.000	2.739		12.739
Marketing Reserve			1.955	1.955			1.955
Pre Spending							
Other	11.707		1.300	13.007	0.976	9.232	23.215
TOTAL NON-RETAIL	276.784		14.060	290.843	152.718	9.232	452.793
TOTAL MARKET RESEARCH	5.540		13.924	19.464	2.100		21.564
TOTAL GROSS SPENDING	1,420.173		27.984	1,448.157	1,035.277	9.232	2,492.666
ACCRUAL CLOSEOUT	-34.599		-1.265	-35.864	-51.164		-87.028
NET SPENDING	1,385.574		26.719	1,412.293	984.113	9.232	2,405.638
EQUITY SPENDING	550.431		27.984	578.415	228.545	9.232	816.192
Consumption Volume	56.333	2.501	0.032	58.866	34.808		93.674
MAM	1,952.967	141.961	-19.112	2,075.816	448.536		2,524.353
VM / M (Sold)				59.08	41.36		52.53

12/14/00 1:18PM 52953 3671

TOTAL FULL PRICE - Nov 00 LE

<u>Category</u>	<u>Full Price</u>	<u>More/Now</u>	<u>Unallocated</u>	<u>Total</u>
Advertising - Print	67.594			67.594
Advertising - Signage	1.987			1.987
Advertising - Other	3.377			3.377
Advertising - Ad Production	12.006			12.006
Agency Fees	22.946			22.946
TOTAL ADVERTISING	107.910			107.910
Package	4.334			4.334
BSGSF/Gratis	119.776			119.776
DPC/Mega				
Workplan Disc - C/O Cpn	0.920			0.920
WORKPLAN	125.030			125.030
Field Discounting	869.742			869.742
Retailer Accrual-Defensive ONLY				
DISCOUNTING	869.742			869.742
POS	5.104			5.104
Other Retail	30.063			30.063
Price Dealback				
TOTAL RETAIL (Incl. Dealback)	1,029.939			1,029.939
Direct Marketing - Franchise	27.859			27.859
Direct Marketing - Fringe				
Direct Marketing - Competitive	44.467			44.467
Direct Marketing - Other	1.971	10.805		12.776
TOTAL DIRECT MARKETING	74.297		10.805	85.102
Continuity	15.373			15.373
Field Marketing	98.642			98.642
Forsyth Alliance				
Forsyth Payments				
SME Operations	34.024			34.024
SME Other	32.740			32.740
SMS Charges	10.000			10.000
Marketing Reserve		1.955		1.955
Pre Spending				
Other	11.707	1.300		13.007
TOTAL NON-RETAIL	276.784		14.060	290.843
TOTAL MARKET RESEARCH	5.540		13.924	19.464
TOTAL GROSS SPENDING	1,420.173		27.984	1,448.157
ACCRAUL CLOSEOUT	-34.599		-1.265	-35.864
NET SPENDING	1,385.574		26.719	1,412.293
EQUITY SPENDING	550.431		27.984	578.415
Consumption Volume	56.333	2.501	0.032	58.866
MAM	1,952.967	141.961	-19.112	2,075.816
VM / M (Sold)				59.08

52953 3672

FULL PRICE BU - Nov 00 LE

Category	Winston	Salem	Camel	Vantage	Moonlight	Eclipse	Total
Advertising - Print	24.848	8.469	32.412			1.865	67.594
Advertising - Signage		1.987					1.987
Advertising - Other	2.967	0.200	0.210				3.377
Advertising - Ad Production	6.619	3.250	1.845			0.292	12.006
Agency Fees	8.784	5.691	6.953			1.518	22.946
TOTAL ADVERTISING	43.218	19.597	41.420			3.675	107.910
Package			4.334				4.334
BSGSF/Gratis	54.742	18.503	46.531				119.776
DPC/Mega							
Workplan Disc - C/O Cpn			0.920				0.920
WORKPLAN	54.742	18.503	51.785				125.030
Field Discounting	335.254	168.810	337.941	27.737			869.742
Retailer Accrual-Defensive ONLY							
DISCOUNTING	335.254	168.810	337.941	27.737			869.742
POS	2.989	0.782	1.333				5.104
Other Retail	10.424	6.602	11.819			1.218	30.063
Price Dealback							
TOTAL RETAIL (Incl. Dealback)	403.409	194.696	402.879	27.737		1.218	1,029.939
Direct Marketing - Franchise	24.824	2.590	0.445				27.859
Direct Marketing - Fringe							
Direct Marketing - Competitive	14.460	1.770	26.809			1.429	44.467
Direct Marketing - Other	1.328					0.643	1.971
TOTAL DIRECT MARKETING	40.612	4.360	27.254			2.071	74.297
Continuity			15.373				15.373
Field Marketing	14.300	13.687	70.655				98.642
Forsyth Alliance							
Forsyth Payments							
SME Operations	34.024						34.024
SME Other	32.740						32.740
SMS Charges			10.000				10.000
Marketing Reserve							
Pre Spending							
Other	10.015	0.585	0.610			0.497	11.707
TOTAL NON-RETAIL	131.691	18.632	123.892			2.568	276.784
TOTAL MARKET RESEARCH	2.031	1.325	1.800			0.384	5.540
TOTAL GROSS SPENDING	580.349	234.250	569.991	27.737		7.846	1,420.173
ACCURAL CLOSEOUT	-12.955	-4.762	-17.250	0.376		-0.008	-34.599
NET SPENDING	567.394	229.488	552.741	28.113		7.838	1,385.574
EQUITY SPENDING	245.095	65.440	232.050			7.846	550.431
Consumption Volume	19.096	12.170	22.067	2.979	0.012	0.009	56.333
MAM	568.993	492.971	754.456	143.405	0.504	-7.362	1,952.967
VM / M (Sold)	58.56	59.68	58.89	57.88	48.45	44.09	

12/14/00 1:20PM 52953 3673

WINSTON - Nov 00 LE

<u>Category</u>	<u>Total</u>	<u>Base</u>
Advertising - Print	24.848	24.848
Advertising - Signage		
Advertising - Other	2.967	2.967
Advertising - Ad Production	6.619	6.619
Agency Fees	8.784	8.784
TOTAL ADVERTISING	43.218	43.218
Package		
BSGSF/Gratis	54.742	54.742
DPC/Mega		
Workplan Disc - C/O Cpn		
WORKPLAN	54.742	54.742
Field Discounting	335.254	335.254
Retailer Accrual-Defensive ONLY		
DISCOUNTING	335.254	335.254
POS	2.989	2.989
Other Retail	10.424	10.424
Price Dealback		
TOTAL RETAIL (Incl. Dealback)	403.409	403.409
Direct Marketing - Franchise	24.824	24.824
Direct Marketing - Fringe		
Direct Marketing - Competitive	14.460	14.460
Marketing - Other	1.328	1.328
TOTAL DIRECT MARKETING	40.612	40.612
Continuity		
Field Marketing	14.300	14.300
Forsyth Alliance		
Forsyth Payments		
SME Operations	34.024	34.024
SME Other	32.740	32.740
SMS Charges		
Marketing Reserve		
Pre Spending		
Other	10.015	10.015
TOTAL NON-RETAIL	131.691	131.691
TOTAL MARKET RESEARCH	2.031	2.031
TOTAL GROSS SPENDING	580.349	580.349
ACCRUAL CLOSEOUT	-12.955	
NET SPENDING	567.394	580.349
EQUITY SPENDING	245.095	245.095
Consumption Volume	19.096	
MAM	568.993	
VM / M (Sold)	58.56	

52953 3674

12/14/00 1:22PM

CAMEL - Nov 00 LE

Category	Total	Base	Red Kamel
Advertising - Print	32.412	32.182	0.230
Advertising - Signage			
Advertising - Other	0.210	0.210	
Advertising - Ad Production	1.845	1.845	
Agency Fees	6.953	6.953	
TOTAL ADVERTISING	41.420	41.190	0.230
Package	4.334	4.334	
BSGSF/Gratis	46.531	46.531	
DPC/Mega			
Workplan Disc - C/O Cpn	0.920	0.920	
WORKPLAN	51.785	51.785	
Field Discounting	337.941	337.941	
Retailer Accrual-Defensive ONLY			
DISCOUNTING	337.941	337.941	
POS	1.333	1.333	
Other Retail	11.819	10.811	1.009
Price Dealback			
TOTAL RETAIL (Incl. Dealback)	402.879	401.870	1.009
Direct Marketing - Franchise	0.445	0.394	0.051
Direct Marketing - Fringe			
Direct Marketing - Competitive	26.809	26.809	
Market Marketing - Other			
TOTAL DIRECT MARKETING	27.254	27.203	0.051
Continuity	15.373	15.373	
Field Marketing	70.655	70.655	
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges	10.000	10.000	
Marketing Reserve			
Pre Spending			
Other	0.610	0.610	
TOTAL NON-RETAIL	123.892	123.841	0.051
TOTAL MARKET RESEARCH	1.800	1.800	
TOTAL GROSS SPENDING	569.991	568.702	1.290
ACCRUAL CLOSEOUT	-17.250		
NET SPENDING	552.741	568.702	1.290
EQUITY SPENDING	232.050	230.761	1.290
Consumption Volume	22.067		
MAM	754.456		
VM / M (Sold)	58.89		

52953 3675

SALEM Nov 00 LE

<u>Category</u>	<u>Total</u>	<u>Base</u>
Advertising - Print	8.469	8.469
Advertising - Signage	1.987	1.987
Advertising - Other	0.200	0.200
Advertising - Ad Production	3.250	3.250
Agency Fees	5.691	5.691
TOTAL ADVERTISING	19.597	19.597
Package		
BSGSF/Gratis	18.503	18.503
DPC/Mega		
Workplan Disc - C/O Cpn		
WORKPLAN	18.503	18.503
Field Discounting	168.810	168.810
Retailer Accrual-Defensive ONLY		
DISCOUNTING	168.810	168.810
POS	0.782	0.782
Other Retail	6.602	6.602
Price Dealback		
TOTAL RETAIL (Incl. Dealback)	194.696	194.696
Direct Marketing - Franchise	2.590	2.590
Direct Marketing - Fringe		
Direct Marketing - Competitive	1.770	1.770
Marketing - Other		
TOTAL DIRECT MARKETING	4.360	4.360
Continuity		
Field Marketing	13.687	13.687
Forsyth Alliance		
Forsyth Payments		
SME Operations		
SME Other		
SMS Charges		
Marketing Reserve		
Pre Spending		
Other	0.585	0.585
TOTAL NON-RETAIL	18.632	18.632
TOTAL MARKET RESEARCH	1.325	1.325
TOTAL GROSS SPENDING	234.250	234.250
ACCRUAL CLOSEOUT	-4.762	
NET SPENDING	229.488	234.250
EQUITY SPENDING	65.440	65.440
Consumption Volume	12.170	
MAM	492.971	
VM / M (Sold)	59.68	

52953 3676

12/14/00 1:23PM

VANTAGE - Nov 00 LE

<u>Category</u>	<u>Total</u>	<u>Base</u>
Advertising - Print		
Advertising - Signage		
Advertising - Other		
Advertising - Ad Production		
Agency Fees		

TOTAL ADVERTISING

Package
BSGSF/Gratis
DPC/Mega
Workplan Disc - C/O Cpn

WORKPLAN

Field Discounting	27.737	27.737
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Retailer Accrual-Defensive ONLY

DISCOUNTING

	27.737	27.737
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POS

Other Retail
Price Dealback

TOTAL RETAIL (Incl. Dealback)

	27.737	27.737
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Direct Marketing - Franchise

Direct Marketing - Fringe

Direct Marketing - Competitive

Direct Marketing - Other

TOTAL DIRECT MARKETING

Continuity

Field Marketing

Forsyth Alliance

Forsyth Payments

SME Operations

SME Other

SMS Charges

Marketing Reserve

Pre Spending

Other

TOTAL NON-RETAIL

TOTAL MARKET RESEARCH

TOTAL GROSS SPENDING	27.737	27.737
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ACCRUAL CLOSEOUT	0.376
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NET SPENDING	28.113	27.737
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EQUITY SPENDING

Consumption Volume	2.979
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MAM	143.405
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VM / M (Sold)	57.88
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52953 3677

12/14/00 1:23PM

ECLIPSE - Nov 00 LE

<u>Category</u>	<u>Total</u>	<u>Base</u>
Advertising - Print	1.865	1.865
Advertising - Signage		
Advertising - Other		
Advertising - Ad Production	0.292	0.292
Agency Fees	1.518	1.518
TOTAL ADVERTISING	3.675	3.675
Package		
BSGSF/Gratis		
DPC/Mega		
Workplan Disc - C/O Cpn		
WORKPLAN		
Field Discounting		
Retailer Accrual-Defensive ONLY		
DISCOUNTING		
POS		
Other Retail	1.218	1.218
Price Dealback		
TOTAL RETAIL (Incl. Dealback)	1.218	1.218
Direct Marketing - Franchise		
Direct Marketing - Fringe		
Direct Marketing - Competitive	1.429	1.429
Direct Marketing - Other	0.643	0.643
TOTAL DIRECT MARKETING	2.071	2.071
Continuity		
Field Marketing		
Forsyth Alliance		
Forsyth Payments		
SME Operations		
SME Other		
SMS Charges		
Marketing Reserve		
Pre Spending		
Other	0.497	0.497
TOTAL NON-RETAIL	2.568	2.568
TOTAL MARKET RESEARCH	0.384	0.384
TOTAL GROSS SPENDING	7.846	7.846
ACCRAUL CLOSEOUT	-0.008	
NET SPENDING	7.838	7.846
EQUITY SPENDING	7.846	7.846
Consumption Volume	0.009	
MAM	-7.362	
VM / M (Sold)	44.09	

52953 3678

12/14/00 1:23PM

MOONLIGHT - Nov 00 LE

<u>Category</u>	<u>Total</u>	<u>Base</u>
Advertising - Print		
Advertising - Signage		
Advertising - Other		
Advertising - Ad Production		
Agency Fees		

TOTAL ADVERTISING

Package
BSGSF/Gratis
DPC/Mega
Workplan Disc - C/O Cpn

WORKPLAN

Field Discounting
Retailer Accrual-Defensive ONLY

DISCOUNTING

POS
Other Retail
Price Dealback

TOTAL RETAIL (Incl. Dealback)

Direct Marketing - Franchise
Direct Marketing - Fringe
Direct Marketing - Competitive
Marketing - Other

TOTAL DIRECT MARKETING

Continuity
Field Marketing
Forsyth Alliance
Forsyth Payments
SME Operations
SME Other
SMS Charges
Marketing Reserve
Pre Spending
Other

TOTAL NON-RETAIL

TOTAL MARKET RESEARCH

TOTAL GROSS SPENDING

ACCRUAL CLOSEOUT

NET SPENDING

EQUITY SPENDING

Consumption Volume	0.012
MAM	0.504
VM / M (Sold)	48.45

52953 3679

12/14/00 1:23PM

MORE - Nov 00 LE

<u>Category</u>	<u>Total</u>	<u>Base</u>
Advertising - Print		
Advertising - Signage		
Advertising - Other		
Advertising - Ad Production		
Agency Fees		

TOTAL ADVERTISING

Package
BSGSF/Gratis
DPC/Mega
Workplan Disc - C/O Cpn

WORKPLAN

Field Discounting
Retailer Accrual-Defensive ONLY

DISCOUNTING

POS
Other Retail
Price Dealback

TOTAL RETAIL (Incl. Dealback)

Direct Marketing - Franchise
Direct Marketing - Fringe
Direct Marketing - Competitive
Marketing - Other

TOTAL DIRECT MARKETING

Continuity
Field Marketing
Forsyth Alliance
Forsyth Payments
SME Operations
SME Other
SMS Charges
Marketing Reserve
Pre Spending
Other

TOTAL NON-RETAIL

TOTAL MARKET RESEARCH

TOTAL GROSS SPENDING

ACCRUAL CLOSEOUT

NET SPENDING

EQUITY SPENDING

Consumption Volume	1.398
MAM	79.541
VM / M (Sold)	56.69

52953 3680

<u>Category</u>	<u>Total</u>	<u>Base</u>
Advertising - Print		
Advertising - Signage		
Advertising - Other		
Advertising - Ad Production		
Agency Fees		

TOTAL ADVERTISING

Package
BSGSF/Gratis
DPC/Mega
Workplan Disc - C/O Cpn

WORKPLAN

Field Discounting
Retailer Accrual-Defensive ONLY

DISCOUNTING

POS
Other Retail
Price Dealback

TOTAL RETAIL (Incl. Dealback)

Direct Marketing - Franchise
Direct Marketing - Fringe
Direct Marketing - Competitive
Market Marketing - Other

TOTAL DIRECT MARKETING

Continuity
Field Marketing
Forsyth Alliance
Forsyth Payments
SME Operations
SME Other
SMS Charges
Marketing Reserve
Pre Spending
Other

TOTAL NON-RETAIL**TOTAL MARKET RESEARCH****TOTAL GROSS SPENDING****ACCRUAL CLOSEOUT****NET SPENDING****EQUITY SPENDING**

Consumption Volume	1.103
MAM	62.420
VM / M (Sold)	57.25

52953 3681

SAVINGS BU - Nov 00 LE

<u>Category</u>	<u>Doral</u>	<u>Monarch</u>	<u>Best Value</u>	<u>Forsyth</u>	<u>Other Svgs</u>	<u>Total</u>
Advertising - Print	14.343					14.343
Advertising - Signage						6.238
Advertising - Other	6.238					6.238
Advertising - Ad Production	0.795					0.795
Agency Fees	6.358					6.358
TOTAL ADVERTISING	27.733					27.733
Package						
BSGSF/Gratis	35.374					35.374
DPC/Mega						
Workplan Disc - C/O Cpn						
WORKPLAN	35.374					35.374
Field Discounting	727.987	53.308	25.437			806.732
Retailer Accrual-Defensive ONLY						
DISCOUNTING	727.987	53.308	25.437			806.732
POS	2.854	0.300		0.300		3.454
Other Retail	7.166					7.166
Price Dealback						
TOTAL RETAIL (Incl. Dealback)	773.381	53.608	25.437	0.300		852.726
Direct Marketing - Franchise	2.322					2.322
Direct Marketing - Fringe	6.768					6.768
Direct Marketing - Competitive	4.123					4.123
Marketing - Other	24.464					24.464
TOTAL DIRECT MARKETING	37.677					37.677
Continuity	16.418					16.418
Field Marketing						
Forsyth Alliance				91.408		91.408
Forsyth Payments				3.500		3.500
SME Operations						
SME Other						
SMS Charges	2.739					2.739
Marketing Reserve						
Pre Spending						
Other	0.776			0.200		0.976
TOTAL NON-RETAIL	57.610			95.108		152.718
TOTAL MARKET RESEARCH	2.100					2.100
TOTAL GROSS SPENDING	860.824	53.608	25.437	95.408		1,035.277
ACCRUAL CLOSEOUT	-41.439	-5.131	-2.657	-1.937		-51.164
NET SPENDING	819.385	48.477	22.780	93.471		984.113
EQUITY SPENDING	132.837	0.300		95.408		228.545
Consumption Volume	25.940	2.018	0.910	5.723	0.218	34.808
MAM	387.692	22.233	8.568	19.737	10.307	448.536
VM / M (Sold)	47.37	33.80	34.42	19.20		41.36

52953 3682

12/14/00 1:24PM

DORAL - Nov 00 LE

Category	Total	Base	Pre Spending
Advertising - Print	14.343	14.343	
Advertising - Signage			
Advertising - Other	6.238	6.238	
Advertising - Ad Production	0.795	0.795	
Agency Fees	6.358	6.358	
TOTAL ADVERTISING	27.733	27.733	
Package			
BSGSF/Gratis	35.374	35.374	
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN	35.374	35.374	
Field Discounting	727.987	727.987	
Retailer Accrual-Defensive ONLY			
DISCOUNTING	727.987	727.987	
POS	2.854	2.854	
Other Retail	7.166	5.730	1.436
Price Dealback			
TOTAL RETAIL (Incl. Dealback)	773.381	771.945	1.436
Direct Marketing - Franchise	2.322	2.322	
Direct Marketing - Fringe	6.768	6.768	
Direct Marketing - Competitive	4.123	4.123	
Direct Marketing - Other	24.464	24.464	
TOTAL DIRECT MARKETING	37.677	37.677	
Continuity	16.418	16.418	
Field Marketing			
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges	2.739	2.739	
Marketing Reserve			
Pre Spending			
Other	0.776	0.776	
TOTAL NON-RETAIL	57.610	57.610	
TOTAL MARKET RESEARCH	2.100	2.100	
TOTAL GROSS SPENDING	860.824	859.388	1.436
ACCRUAL CLOSEOUT	-41.439		
NET SPENDING	819.385	859.388	1.436
EQUITY SPENDING	132.837	131.401	1.436
Consumption Volume	25.940		
MAM	387.692		
VM / M (Sold)	47.37		

52953 3683

<u>Category</u>	<u>Total</u>	<u>Base</u>
Advertising - Print		
Advertising - Signage		
Advertising - Other		
Advertising - Ad Production		
Agency Fees		

TOTAL ADVERTISING

Package		
BSGSF/Gratis		
DPC/Mega		
Workplan Disc - C/O Cpn		

WORKPLAN

Field Discounting	53.308	53.308
Retailer Accrual-Defensive ONLY		
DISCOUNTING	53.308	53.308
POS	0.300	0.300
Other Retail		
Price Dealback		
TOTAL RETAIL (Incl. Dealback)	53.608	53.608

Direct Marketing - Franchise		
Direct Marketing - Fringe		
Direct Marketing - Competitive		
Direct Marketing - Other		

TOTAL DIRECT MARKETING

Continuity		
Field Marketing		
Forsyth Alliance		
Forsyth Payments		
SME Operations		
SME Other		
SMS Charges		
Marketing Reserve		
Pre Spending		
Other		

TOTAL NON-RETAIL

TOTAL MARKET RESEARCH		
TOTAL GROSS SPENDING	53.608	53.608
ACCRAUL CLOSEOUT	-5.131	
NET SPENDING	48.477	53.608
EQUITY SPENDING	0.300	0.300
Consumption Volume	2.018	
MAM	22.233	
VM / M (Sold)	33.80	

52953 3684

BEST VALUE - Nov 00 LE

<u>Category</u>	<u>Total</u>	<u>Base</u>
Advertising - Print		
Advertising - Signage		
Advertising - Other		
Advertising - Ad Production		
Agency Fees		

TOTAL ADVERTISING

Package
BSGSF/Gratis
DPC/Mega
Workplan Disc - C/O Cpn

WORKPLAN

Field Discounting	25.437	25.437
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Retailer Accrual-Defensive ONLY

DISCOUNTING

	25.437	25.437
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POS

Other Retail

Price Dealback

TOTAL RETAIL (Incl. Dealback)

	25.437	25.437
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Direct Marketing - Franchise

Direct Marketing - Fringe

Direct Marketing - Competitive

Direct Marketing - Other

TOTAL DIRECT MARKETING

Continuity

Field Marketing

Forsyth Alliance

Forsyth Payments

SME Operations

SME Other

SMS Charges

Marketing Reserve

Pre Spending

Other

TOTAL NON-RETAIL**TOTAL MARKET RESEARCH****TOTAL GROSS SPENDING**

	25.437	25.437
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ACCRUAL CLOSEOUT

	-2.657	
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NET SPENDING

	22.780	25.437
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EQUITY SPENDING

Consumption Volume	0.910
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MAM	8.568
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VM / M (Sold)	34.42
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52953 3685

12/14/00 1:27PM

FORSYTH - Nov 00 LE

<u>Category</u>	<u>Total</u>	<u>Base</u>
Advertising - Print		
Advertising - Signage		
Advertising - Other		
Advertising - Ad Production		
Agency Fees		

TOTAL ADVERTISING

Package		
BSGSF/Gratis		
DPC/Mega		
Workplan Disc - C/O Cpn		

WORKPLAN

Field Discounting		
Retailer Accrual-Defensive ONLY		

DISCOUNTING

POS	0.300	0.300
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Other Retail

Price Dealback

TOTAL RETAIL (Incl. Dealback)

0.300

0.300

Direct Marketing - Franchise

Direct Marketing - Fringe

Direct Marketing - Competitive

Market Marketing - Other

TOTAL DIRECT MARKETING

Continuity

Field Marketing

Forsyth Alliance	91.408	91.408
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Forsyth Payments	3.500	3.500
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SME Operations

SME Other

SMS Charges

Marketing Reserve

Pre Spending

Other	0.200	0.200
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TOTAL NON-RETAIL

95.108

95.108

TOTAL MARKET RESEARCH**TOTAL GROSS SPENDING**

95.408

95.408

ACCRUAL CLOSEOUT

-1.937

NET SPENDING

93.471

95.408

EQUITY SPENDING

95.408

95.408

Consumption Volume

5.723

MAM

19.737

VM / M (Sold)

19.20

52953 3686

12/14/00 1:27PM

UNALLOCATED - Nov 00 LE

<u>Category</u>	<u>Corp Resrch</u>	<u>Crp Dr Mkt</u>	<u>Datsys Mkt</u>	<u>FP Unal.</u>	<u>Total</u>
Advertising - Print					
Advertising - Signage					
Advertising - Other					
Advertising - Ad Production					
Agency Fees					

TOTAL ADVERTISING

Package	
BSGSF/Gratis	
DPC/Mega	
Workplan Disc - C/O Cpn	

WORKPLAN

Field Discounting	
Retailer Accrual-Defensive ONLY	

DISCOUNTING

POS	
Other Retail	
Price Dealback	

TOTAL RETAIL (Incl. Dealback)

Direct Marketing - Franchise				
Direct Marketing - Fringe				
Direct Marketing - Competitive				
Market Marketing - Other	10.805			10.805
TOTAL DIRECT MARKETING	10.805			10.805

Continuity				
Field Marketing				
Forsyth Alliance				
Forsyth Payments				
SME Operations				
SME Other				
SMS Charges				
Marketing Reserve		1.955		1.955
Pre Spending				
Other		1.300		1.300
TOTAL NON-RETAIL	10.805		3.255	14.060

TOTAL MARKET RESEARCH	1.457		12.467	13.924	
TOTAL GROSS SPENDING	1.457	10.805	12.467	3.255	27.984

ACCRUAL CLOSEOUT			-1.265	-1.265
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NET SPENDING	1.457	10.805	12.467	1.990	26.719
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EQUITY SPENDING	1.457	10.805	12.467	3.255	27.984
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Consumption Volume				0.032
MAM			-18.634	-19.112
VM / M (Sold)				

52953 3687

12/14/00 1:30PM

NEW BUSINESS - Nov 00 LE

<u>Category</u>	<u>DTC</u>	<u>Alt Rtl</u>	<u>Tradtl Rtl</u>	<u>New Brds</u>	<u>Total</u>
Advertising - Print					
Advertising - Signage					
Advertising - Other					
Advertising - Ad Production					
Agency Fees					

TOTAL ADVERTISING

Package					
BSGSF/Gratis					
DPC/Mega					
Workplan Disc - C/O Cpn					

WORKPLAN

Field Discounting					
Retailer Accrual-Defensive ONLY					

DISCOUNTING

POS					
Other Retail					
Price Dealback					

TOTAL RETAIL (Incl. Dealback)

Direct Marketing - Franchise					
Direct Marketing - Fringe					
Direct Marketing - Competitive					
Marketing - Other					

TOTAL DIRECT MARKETING

Continuity					
Field Marketing					
Forsyth Alliance					
Forsyth Payments					
SME Operations					
SME Other					
SMS Charges					
Marketing Reserve					
Pre Spending					

Other	1.893	1.461	1.100	4.778	9.232
TOTAL NON-RETAIL	1.893	1.461	1.100	4.778	9.232

TOTAL MARKET RESEARCH

TOTAL GROSS SPENDING	1.893	1.461	1.100	4.778	9.232
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ACCRAUL CLOSEOUT

NET SPENDING	1.893	1.461	1.100	4.778	9.232
EQUITY SPENDING	1.893	1.461	1.100	4.778	9.232

Consumption Volume					
MAM					
VM / M (Sold)					

52953 3688

52953 3689

TOTAL MARKETING - BUDGET COMPARISON

Category	Nov 00 LE	Oct 00 LE	Difference
Advertising - Print	81.937	81.900	-0.037
Advertising - Signage	1.987	1.987	
Advertising - Other	9.615	8.123	-1.492
Advertising - Ad Production	12.801	12.773	-0.029
Agency Fees	29.304	27.788	-1.516
TOTAL ADVERTISING	135.644	132.570	-3.074
Package	4.334	4.311	-0.022
BSGSF/Gratis	155.150	153.600	-1.550
DPC/Mega			
Workplan Disc - C/O Cpn	0.920	0.920	0.000
WORKPLAN	160.404	158.831	-1.573
Field Discounting	1,676.474	1,622.498	-53.976
Retailer Accrual-Defensive ONLY			
DISCOUNTING	1,676.474	1,622.498	-53.976
POS	8.558	7.945	-0.613
Other Retail	37.229	33.960	-3.269
Price Dealback			
TOTAL RETAIL (Incl. Dealback)	1,882.665	1,823.234	-59.431
Direct Marketing - Franchise	30.181	30.299	0.118
Direct Marketing - Fringe	6.768	7.198	0.430
Direct Marketing - Competitive	48.590	49.097	0.507
Direct Marketing - Other	37.240	38.075	0.836
TOTAL DIRECT MARKETING	122.779	124.670	1.890
Continuity	31.791	32.089	0.298
Field Marketing	98.642	98.642	
Forsyth Alliance	91.408	92.911	1.503
Forsyth Payments	3.500	3.500	
SME Operations	34.024	33.909	-0.115
SME Other	32.740	32.740	
SMS Charges	12.739	12.739	
Marketing Reserve	1.955	1.849	-0.106
Pre Spending			
Other	23.215	-2.665	-25.880
TOTAL NON-RETAIL	452.793	430.383	-22.411
TOTAL MARKET RESEARCH	21.564	21.003	-0.561
TOTAL GROSS SPENDING	2,492.666	2,407.190	-85.476
ACCRUAL CLOSEOUT	-87.028		87.028
NET SPENDING	2,405.638	2,407.190	1.552
EQUITY SPENDING	816.192	784.692	-31.500
Consumption Volume	93.674	93.674	
MAM	2,524.353	2,483.418	-40.934
VM / M (Sold)	52.53	52.39	-0.14

52953 3690

TOTAL FULL PRICE - BUDGET COMPARISON

Category	Nov 00 LE	Oct 00 LE	Difference
Advertising - Print	67.594	67.594	
Advertising - Signage	1.987	1.987	
Advertising - Other	3.377	3.172	-0.205
Advertising - Ad Production	12.006	11.890	-0.117
Agency Fees	22.946	22.946	
TOTAL ADVERTISING	107.910	107.588	-0.322
Package	4.334	4.311	-0.022
BSGSF/Gratis	119.776	119.846	0.070
DPC/Mega			
Workplan Disc - C/O Cpn	0.920	0.920	0.000
WORKPLAN	125.030	125.077	0.047
Field Discounting	869.742	852.193	-17.549
Retailer Accrual-Defensive ONLY			
DISCOUNTING	869.742	852.193	-17.549
POS	5.104	5.124	0.020
Other Retail	30.063	29.840	-0.223
Price Dealback			
TOTAL RETAIL (Incl. Dealback)	1,029.939	1,012.234	-17.705
Direct Marketing - Franchise	27.859	27.859	
Direct Marketing - Fringe			
Direct Marketing - Competitive	44.467	44.668	0.201
Direct Marketing - Other	12.776	12.776	
TOTAL DIRECT MARKETING	85.102	85.303	0.201
Continuity	15.373	15.373	
Field Marketing	98.642	98.642	
Forsyth Alliance			
Forsyth Payments			
SME Operations	34.024	33.909	-0.115
SME Other	32.740	32.740	
SMS Charges	10.000	10.000	
Marketing Reserve	1.955	1.849	-0.106
Pre Spending			
Other	13.007	-4.260	-17.267
TOTAL NON-RETAIL	290.843	273.556	-17.287
TOTAL MARKET RESEARCH	19.464	19.464	
TOTAL GROSS SPENDING	1,448.157	1,412.843	-35.314
ACCRUAL CLOSEOUT	-35.864		35.864
NET SPENDING	1,412.293	1,412.843	0.550
EQUITY SPENDING	578.415	560.650	-17.765
Consumption Volume	58.866	58.866	
MAM	2,075.816	2,012.795	-63.021
VM / M (Sold)	59.08	58.88	-0.20

52953 3691

FULL PRICE BU (W,S,C,V,E,ML) - BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>Oct 00 LE</u>	<u>Difference</u>
Advertising - Print	67.594	67.594	
Advertising - Signage	1.987	1.987	
Advertising - Other	3.377	3.172	-0.205
Advertising - Ad Production	12.006	11.890	-0.117
Agency Fees	22.946	22.946	
TOTAL ADVERTISING	107.910	107.588	-0.322
Package	4.334	4.311	-0.022
BSGSF/Gratis	119.776	119.846	0.070
DPC/Mega			
Workplan Disc - C/O Cpn	0.920	0.920	0.000
WORKPLAN	125.030	125.077	0.047
Field Discounting	869.742	852.193	-17.549
Retailer Accrual-Defensive ONLY			
DISCOUNTING	869.742	852.193	-17.549
POS	5.104	5.124	0.020
Other Retail	30.063	29.840	-0.223
Price Dealback			
TOTAL RETAIL (Incl. Dealback)	1,029.939	1,012.234	-17.705
Direct Marketing - Franchise	27.859	27.859	
Direct Marketing - Fringe			
Direct Marketing - Competitive	44.467	44.668	0.201
Direct Marketing - Other	1.971	1.971	
TOTAL DIRECT MARKETING	74.297	74.498	0.201
Continuity	15.373	15.373	
Field Marketing	98.642	98.642	
Forsyth Alliance			
Forsyth Payments			
SME Operations	34.024	33.909	-0.115
SME Other	32.740	32.740	
SMS Charges	10.000	10.000	
Marketing Reserve		-0.194	-0.194
Pre Spending			
Other	11.707	-4.898	-16.605
TOTAL NON-RETAIL	276.784	260.070	-16.714
TOTAL MARKET RESEARCH	5.540	5.540	
TOTAL GROSS SPENDING	1,420.173	1,385.432	-34.741
ACCRUAL CLOSEOUT	-34.599		34.599
NET SPENDING	1,385.574	1,385.432	-0.142
EQUITY SPENDING	550.431	533.239	-17.192
Consumption Volume	56.333	56.333	
MAM	1,952.967	1,889.189	-63.778
VM / M (Sold)			

52953 3692

WINSTON BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>Oct 00 LE</u>	<u>Difference</u>
Advertising - Print	24.848	24.848	
Advertising - Signage			
Advertising - Other	2.967	2.967	
Advertising - Ad Production	6.619	6.506	-0.113
Agency Fees	8.784	8.784	
TOTAL ADVERTISING	43.218	43.105	-0.113
Package			
BSGSF/Gratis	54.742	54.742	
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN	54.742	54.742	
Field Discounting	335.254	328.590	-6.664
Retailer Accrual-Defensive ONLY			
DISCOUNTING	335.254	328.590	-6.664
POS	2.989	2.989	
Other Retail	10.424	10.424	
Price Dealback			
TOTAL RETAIL (Incl. Dealback)	403.409	396.745	-6.664
Direct Marketing - Franchise	24.824	24.824	
Direct Marketing - Fringe			
Direct Marketing - Competitive	14.460	14.460	
Direct Marketing - Other	1.328	1.328	
TOTAL DIRECT MARKETING	40.612	40.612	
Continuity			
Field Marketing	14.300	14.300	
Forsyth Alliance			
Forsyth Payments			
SME Operations	34.024	33.909	-0.115
SME Other	32.740	32.740	
SMS Charges			
Marketing Reserve			
Pre Spending			
Other	10.015	3.985	-6.030
TOTAL NON-RETAIL	131.691	125.545	-6.146
TOTAL MARKET RESEARCH	2.031	2.031	
TOTAL GROSS SPENDING	580.349	567.426	-12.923
ACCRUAL CLOSEOUT	-12.955		12.955
NET SPENDING	567.394	567.426	0.032
EQUITY SPENDING	245.095	238.836	-6.259
Consumption Volume	19.096	19.096	
MAM	568.993	531.129	-37.864
VM / M (Sold)	58.56	58.34	-0.22

52953 3693

CAMEL - BUDGET COMPARISON

Category	Nov 00 LE	Oct 00 LE	Difference
Advertising - Print	32.412	32.412	
Advertising - Signage			
Advertising - Other	0.210	0.210	
Advertising - Ad Production	1.845	1.841	-0.004
Agency Fees	6.953	6.953	
TOTAL ADVERTISING	41.420	41.416	-0.004
Package	4.334	4.311	-0.022
BSGSF/Gratis	46.531	47.059	0.528
DPC/Mega			
Workplan Disc - C/O Cpn	0.920	0.920	0.000
WORKPLAN	51.785	52.290	0.505
Field Discounting	337.941	329.049	-8.892
Retailer Accrual-Defensive ONLY			
DISCOUNTING	337.941	329.049	-8.892
POS	1.333	1.354	0.020
Other Retail	11.819	11.294	-0.525
Price Dealback			
TOTAL RETAIL (Incl. Dealback)	402.879	393.987	-8.892
Direct Marketing - Franchise	0.445	0.445	
Direct Marketing - Fringe			
Direct Marketing - Competitive	26.809	27.010	0.201
Direct Marketing - Other			
TOTAL DIRECT MARKETING	27.254	27.455	0.201
Continuity	15.373	15.373	
Field Marketing	70.655	70.655	
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges	10.000	10.000	
Marketing Reserve			
Pre Spending			
Other	0.610	-7.757	-8.367
TOTAL NON-RETAIL	123.892	115.726	-8.166
TOTAL MARKET RESEARCH	1.800	1.800	
TOTAL GROSS SPENDING	569.991	552.929	-17.062
ACCRUAL CLOSEOUT	-17.250		17.250
NET SPENDING	552.741	552.929	0.188
EQUITY SPENDING	232.050	223.880	-8.170
Consumption Volume	22.067	22.067	
MAM	754.456	739.546	-14.910
VM / M (Sold)	58.89	58.71	-0.18

52953 3694

12/14/00 1:33:56PM

SALEM - BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>Oct 00 LE</u>	<u>Difference</u>
Advertising - Print	8.469	8.469	
Advertising - Signage	1.987	1.987	
Advertising - Other	0.200	-0.005	-0.205
Advertising - Ad Production	3.250	3.250	
Agency Fees	5.691	5.691	
TOTAL ADVERTISING	19.597	19.392	-0.205
Package			
BSGSF/Gratis	18.503	18.045	-0.458
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN	18.503	18.045	-0.458
Field Discounting	168.810	166.442	-2.368
Retailer Accrual-Defensive ONLY			
DISCOUNTING	168.810	166.442	-2.368
POS	0.782	0.782	
Other Retail	6.602	6.904	0.302
Price Dealback			
TOTAL RETAIL (Incl. Dealback)	194.696	192.172	-2.524
Direct Marketing - Franchise	2.590	2.590	
Direct Marketing - Fringe			
Direct Marketing - Competitive	1.770	1.770	
Direct Marketing - Other			
TOTAL DIRECT MARKETING	4.360	4.360	
Continuity			
Field Marketing	13.687	13.687	
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges			
Marketing Reserve		-0.194	-0.194
Pre Spending			
Other	0.585	-1.615	-2.200
TOTAL NON-RETAIL	18.632	16.238	-2.394
TOTAL MARKET RESEARCH	1.325	1.325	
TOTAL GROSS SPENDING	234.250	229.126	-5.124
ACCRUAL CLOSEOUT	-4.762		4.762
NET SPENDING	229.488	229.126	-0.362
EQUITY SPENDING	65.440	62.685	-2.755
Consumption Volume	12.170	12.170	
MAM	492.971	486.488	-6.483
VM / M (Sold)	59.68	59.34	-0.34

52953 3695

VANTAGE BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>Oct 00 LE</u>	<u>Difference</u>
Advertising - Print			
Advertising - Signage			
Advertising - Other			
Advertising - Ad Production			
Agency Fees			
TOTAL ADVERTISING			
Package			
BSGSF/Gratis			
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN			
Field Discounting	27.737	28.113	0.376
Retailer Accrual-Defensive ONLY			
DISCOUNTING	27.737	28.113	0.376
POS			
Other Retail			
Price Dealback			
TOTAL RETAIL (Incl. Dealback)	27.737	28.113	0.376
Direct Marketing - Franchise			
Direct Marketing - Fringe			
Direct Marketing - Competitive			
Direct Marketing - Other			
TOTAL DIRECT MARKETING			
Continuity			
Field Marketing			
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges			
Marketing Reserve			
Pre Spending			
Other			
TOTAL NON-RETAIL			
TOTAL MARKET RESEARCH			
TOTAL GROSS SPENDING	27.737	28.113	0.376
ACCRAUL CLOSEOUT	0.376		-0.376
NET SPENDING	28.113	28.113	0.000
EQUITY SPENDING			
Consumption Volume	2.979	2.979	
MAM	143.405	138.811	-4.594
VM / M (Sold)	57.88	57.70	-0.19

52953 3696

ECLIPSE - BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>Oct 00 LE</u>	<u>Difference</u>
Advertising - Print	1.865	1.865	
Advertising - Signage			
Advertising - Other			
Advertising - Ad Production	0.292	0.292	
Agency Fees	1.518	1.518	
TOTAL ADVERTISING	3.675	3.675	
Package			
BSGSF/Gratis			
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN			
Field Discounting			
Retailer Accrual-Defensive ONLY			
DISCOUNTING			
POS			
Other Retail	1.218	1.218	
Price Dealback			
TOTAL RETAIL (Incl. Dealback)	1.218	1.218	
Direct Marketing - Franchise			
Direct Marketing - Fringe			
Direct Marketing - Competitive	1.429	1.429	
Direct Marketing - Other	0.643	0.643	
TOTAL DIRECT MARKETING	2.071	2.071	
Continuity			
Field Marketing			
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges			
Marketing Reserve			
Pre Spending			
Other	0.497	0.489	-0.008
TOTAL NON-RETAIL	2.568	2.560	-0.008
TOTAL MARKET RESEARCH	0.384	0.384	
TOTAL GROSS SPENDING	7.846	7.838	-0.008
ACCRAUL CLOSEOUT	-0.008		0.008
NET SPENDING	7.838	7.838	
EQUITY SPENDING	7.846	7.838	-0.008
Consumption Volume	0.009	0.009	
MAM	-7.362	-7.356	0.006
VM / M (Sold)	44.09	44.97	0.88

52953 3697

MOONLIGHT BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>Oct 00 LE</u>	<u>Difference</u>
Advertising - Print			
Advertising - Signage			
Advertising - Other			
Advertising - Ad Production			
Agency Fees			
TOTAL ADVERTISING			
Package			
BSGSF/Gratis			
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN			
Field Discounting			
Retailer Accrual-Defensive ONLY			
DISCOUNTING			
POS			
Other Retail			
Price Dealback			
TOTAL RETAIL (Incl. Dealback)			
Direct Marketing - Franchise			
Direct Marketing - Fringe			
Direct Marketing - Competitive			
Direct Marketing - Other			
TOTAL DIRECT MARKETING			
Continuity			
Field Marketing			
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges			
Marketing Reserve			
Pre Spending			
Other			
TOTAL NON-RETAIL			
TOTAL MARKET RESEARCH			
TOTAL GROSS SPENDING			
ACCRUAL CLOSEOUT			
NET SPENDING			
EQUITY SPENDING			
Consumption Volume	0.012	0.012	
MAM	0.504	0.571	0.067
VM / M (Sold)	48.45	48.82	0.38

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3698

MORE BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>Oct 00 LE</u>	<u>Difference</u>
Advertising - Print			
Advertising - Signage			
Advertising - Other			
Advertising - Ad Production			
Agency Fees			
TOTAL ADVERTISING			
Package			
BSGSF/Gratis			
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN			
Field Discounting			
Retailer Accrual-Defensive ONLY			
DISCOUNTING			
POS			
Other Retail			
Price Dealback			
TOTAL RETAIL (Incl. Dealback)			
Direct Marketing - Franchise			
Direct Marketing - Fringe			
Direct Marketing - Competitive			
Direct Marketing - Other			
TOTAL DIRECT MARKETING			
Continuity			
Field Marketing			
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges			
Marketing Reserve			
Pre Spending			
Other			
TOTAL NON-RETAIL			
TOTAL MARKET RESEARCH			
TOTAL GROSS SPENDING			
ACCRAUL CLOSEOUT			
NET SPENDING			
EQUITY SPENDING			
Consumption Volume	1.398	1.398	
MAM	79.541	78.858	-0.683
VM / M (Sold)	56.69	56.77	0.08

52953 3699

NOW - BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>Oct 00 LE</u>	<u>Difference</u>
Advertising - Print			
Advertising - Signage			
Advertising - Other			
Advertising - Ad Production			
Agency Fees			
TOTAL ADVERTISING			
Package			
BSGSF/Gratis			
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN			
Field Discounting			
Retailer Accrual-Defensive ONLY			
DISCOUNTING			
POS			
Other Retail			
Price Dealback			
TOTAL RETAIL (Incl. Dealback)			
Direct Marketing - Franchise			
Direct Marketing - Fringe			
Direct Marketing - Competitive			
Direct Marketing - Other			
TOTAL DIRECT MARKETING			
Continuity			
Field Marketing			
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges			
Marketing Reserve			
Pre Spending			
Other			
TOTAL NON-RETAIL			
TOTAL MARKET RESEARCH			
TOTAL GROSS SPENDING			
ACCRUAL CLOSEOUT			
NET SPENDING			
EQUITY SPENDING			
Consumption Volume	1.103	1.103	
MAM	62.420	62.176	-0.244
VM / M (Sold)	57.25	57.14	-0.11

52953 3700

SAVINGS BU(Dor,Mon,BV,Fors) - BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>Oct 00 LE</u>	<u>Difference</u>
Advertising - Print	14.343	14.306	-0.037
Advertising - Signage			
Advertising - Other	6.238	4.951	-1.287
Advertising - Ad Production	0.795	0.883	0.088
Agency Fees	6.358	4.842	-1.516
TOTAL ADVERTISING	27.733	24.981	-2.752
Package			
BSGSF/Gratis	35.374	33.754	-1.620
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN	35.374	33.754	-1.620
Field Discounting	806.732	770.305	-36.427
Retailer Accrual-Defensive ONLY			
DISCOUNTING	806.732	770.305	-36.427
POS	3.454	2.821	-0.633
Other Retail	7.166	4.120	-3.046
Price Dealback			
TOTAL RETAIL (Incl. Dealback)	852.726	811.000	-41.726
Direct Marketing - Franchise	2.322	2.440	0.118
Direct Marketing - Fringe	6.768	7.198	0.430
Direct Marketing - Competitive	4.123	4.429	0.306
Direct Marketing - Other	24.464	25.300	0.836
TOTAL DIRECT MARKETING	37.677	39.367	1.690
Continuity	16.418	16.716	0.298
Field Marketing			
Forsyth Alliance	91.408	92.911	1.503
Forsyth Payments	3.500	3.500	
SME Operations			
SME Other			
SMS Charges	2.739	2.739	
Marketing Reserve			
Pre Spending			
Other	0.976	-7.147	-8.123
TOTAL NON-RETAIL	152.718	148.086	-4.632
TOTAL MARKET RESEARCH	2.100	1.539	-0.561
TOTAL GROSS SPENDING	1,035.277	985.606	-49.671
ACCURAL CLOSEOUT	-51.164		51.164
NET SPENDING	984.113	985.606	1.493
EQUITY SPENDING	228.545	215.301	-13.244
Consumption Volume	34.808	34.808	
MAM	448.536	470.623	22.087
VM / M (Sold)	41.36	41.49	0.14

52953 3701

DORAL BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>Oct 00 LE</u>	<u>Difference</u>
Advertising - Print	14.343	14.306	-0.037
Advertising - Signage			
Advertising - Other	6.238	4.951	-1.287
Advertising - Ad Production	0.795	0.883	0.088
Agency Fees	6.358	4.842	-1.516
TOTAL ADVERTISING	27.733	24.981	-2.752
Package			
BSGSF/Gratis	35.374	33.754	-1.620
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN	35.374	33.754	-1.620
Field Discounting	727.987	699.347	-28.640
Retailer Accrual-Defensive ONLY			
DISCOUNTING	727.987	699.347	-28.640
POS	2.854	2.221	-0.633
Other Retail	7.166	4.120	-3.046
Price Dealback			
TOTAL RETAIL (Incl. Dealback)	773.381	739.442	-33.939
Direct Marketing - Franchise	2.322	2.440	0.118
Direct Marketing - Fringe	6.768	7.198	0.430
Direct Marketing - Competitive	4.123	4.429	0.306
Direct Marketing - Other	24.464	25.300	0.836
TOTAL DIRECT MARKETING	37.677	39.367	1.690
Continuity	16.418	16.716	0.298
Field Marketing			
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges	2.739	2.739	
Marketing Reserve			
Pre Spending			
Other	0.776	-5.410	-6.186
TOTAL NON-RETAIL	57.610	53.412	-4.198
TOTAL MARKET RESEARCH	2.100	1.539	-0.561
TOTAL GROSS SPENDING	860.824	819.375	-41.449
ACCRUAL CLOSEOUT	-41.439		41.439
NET SPENDING	819.385	819.375	-0.010
EQUITY SPENDING	132.837	120.027	-12.810
Consumption Volume	25.940	25.940	
MAM	387.692	410.520	22.828
VM / M (Sold)	47.37	47.22	-0.15

52953 3702

MONARCH BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>Oct 00 LE</u>	<u>Difference</u>
Advertising - Print			
Advertising - Signage			
Advertising - Other			
Advertising - Ad Production			
Agency Fees			
TOTAL ADVERTISING			
Package			
BSGSF/Gratis			
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN			
Field Discounting	53.308	48.177	-5.131
Retailer Accrual-Defensive ONLY			
DISCOUNTING	53.308	48.177	-5.131
POS	0.300	0.300	
Other Retail			
Price Dealback			
TOTAL RETAIL (Incl. Dealback)	53.608	48.477	-5.131
Direct Marketing - Franchise			
Direct Marketing - Fringe			
Direct Marketing - Competitive			
Direct Marketing - Other			
TOTAL DIRECT MARKETING			
Continuity			
Field Marketing			
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges			
Marketing Reserve			
Pre Spending			
Other			
TOTAL NON-RETAIL			
TOTAL MARKET RESEARCH			
TOTAL GROSS SPENDING	53.608	48.477	-5.131
ACCRUAL CLOSEOUT	-5.131		5.131
NET SPENDING	48.477	48.477	0.000
EQUITY SPENDING	0.300	0.300	
Consumption Volume	2.018	2.018	
MAM	22.233	22.062	-0.171
VM / M (Sold)	33.80	34.20	0.40

52953 3703

BEST VALUE - BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>Oct 00 LE</u>	<u>Difference</u>
Advertising - Print			
Advertising - Signage			
Advertising - Other			
Advertising - Ad Production			
Agency Fees			
TOTAL ADVERTISING			
Package			
BSGSF/Gratis			
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN			
Field Discounting	25.437	22.780	-2.657
Retailer Accrual-Defensive ONLY			
DISCOUNTING	25.437	22.780	-2.657
POS			
Other Retail			
Price Dealback			
TOTAL RETAIL (Incl. Dealback)	25.437	22.780	-2.657
Direct Marketing - Franchise			
Direct Marketing - Fringe			
Direct Marketing - Competitive			
Direct Marketing - Other			
TOTAL DIRECT MARKETING			
Continuity			
Field Marketing			
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges			
Marketing Reserve			
Pre Spending			
Other			
TOTAL NON-RETAIL			
TOTAL MARKET RESEARCH			
TOTAL GROSS SPENDING	25.437	22.780	-2.657
ACCRUAL CLOSEOUT	-2.657		2.657
NET SPENDING	22.780	22.780	0.000
EQUITY SPENDING			
Consumption Volume	0.910	0.910	
MAM	8.568	8.913	0.345
VM / M (Sold)	34.42	34.21	-0.21

52953 3704

FORSYTHE BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>Oct 00 LE</u>	<u>Difference</u>
Advertising - Print			
Advertising - Signage			
Advertising - Other			
Advertising - Ad Production			
Agency Fees			
TOTAL ADVERTISING			
Package			
BSGSF/Gratis			
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN			
Field Discounting			
Retailer Accrual-Defensive ONLY			
DISCOUNTING			
POS	0.300	0.300	
Other Retail			
Price Dealback			
TOTAL RETAIL (Incl. Dealback)	0.300	0.300	
Direct Marketing - Franchise			
Direct Marketing - Fringe			
Direct Marketing - Competitive			
Direct Marketing - Other			
TOTAL DIRECT MARKETING			
Continuity			
Field Marketing			
Forsyth Alliance	91.408	92.911	1.503
Forsyth Payments	3.500	3.500	
SME Operations			
SME Other			
SMS Charges			
Marketing Reserve			
Pre Spending			
Other	0.200	-1.737	-1.937
TOTAL NON-RETAIL	95.108	94.674	-0.434
TOTAL MARKET RESEARCH			
TOTAL GROSS SPENDING	95.408	94.974	-0.434
ACCRUAL CLOSEOUT	-1.937		1.937
NET SPENDING	93.471	94.974	1.503
EQUITY SPENDING	95.408	94.974	-0.434
Consumption Volume	5.723	5.723	
MAM	19.737	19.102	-0.635
VM / M (Sold)	19.20	19.27	0.07

52953 3705

UNALLOC. (Corp DM/Res,DS,Oth) - BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>Oct 00 LE</u>	<u>Difference</u>
Advertising - Print			
Advertising - Signage			
Advertising - Other			
Advertising - Ad Production			
Agency Fees			
TOTAL ADVERTISING			
Package			
BSGSF/Gratis			
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN			
Field Discounting			
Retailer Accrual-Defensive ONLY			
DISCOUNTING			
POS			
Other Retail			
Price Dealback			
TOTAL RETAIL (Incl. Dealback)			
Direct Marketing - Franchise			
Direct Marketing - Fringe			
Direct Marketing - Competitive			
Direct Marketing - Other	10.805	10.805	
TOTAL DIRECT MARKETING	10.805	10.805	
Continuity			
Field Marketing			
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges			
Marketing Reserve	1.955	2.043	0.088
Pre Spending			
Other	1.300	0.638	-0.662
TOTAL NON-RETAIL	14.060	13.486	-0.574
TOTAL MARKET RESEARCH	13.924	13.924	
TOTAL GROSS SPENDING	27.984	27.410	-0.574
ACCRUAL CLOSEOUT	-1.265		1.265
NET SPENDING	26.719	27.410	0.691
EQUITY SPENDING	27.984	27.410	-0.574
Consumption Volume	0.032	0.032	
MAM	-19.112	-17.429	1.683
VM / M (Sold)			

52953 3706

DIRECT TO CONSUMER - BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>Oct 00 LE</u>	<u>Difference</u>
Advertising - Print			
Advertising - Signage			
Advertising - Other			
Advertising - Ad Production			
Agency Fees			
TOTAL ADVERTISING			
Package			
BSGSF/Gratis			
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN			
Field Discounting			
Retailer Accrual-Defensive ONLY			
DISCOUNTING			
POS			
Other Retail			
Price Dealback			
TOTAL RETAIL (Incl. Dealback)			
Direct Marketing - Franchise			
Direct Marketing - Fringe			
Direct Marketing - Competitive			
Direct Marketing - Other			
TOTAL DIRECT MARKETING			
Continuity			
Field Marketing			
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges			
Marketing Reserve			
Pre Spending			
Other	1.893	1.692	-0.201
TOTAL NON-RETAIL	1.893	1.692	-0.201
TOTAL MARKET RESEARCH			
TOTAL GROSS SPENDING	1.893	1.692	-0.201
ACCRAUL CLOSEOUT			
NET SPENDING	1.893	1.692	-0.201
EQUITY SPENDING	1.893	1.692	-0.201
Consumption Volume			
MAM			
VM / M (Sold)			

52953 3707

ALTERNATE RETAIL CHANNEL - BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>Oct 00 LE</u>	<u>Difference</u>
Advertising - Print			
Advertising - Signage			
Advertising - Other			
Advertising - Ad Production			
Agency Fees			
TOTAL ADVERTISING			
Package			
BSGSF/Gratis			
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN			
Field Discounting			
Retailer Accrual-Defensive ONLY			
DISCOUNTING			
POS			
Other Retail			
Price Dealback			
TOTAL RETAIL (Incl. Dealback)			
Direct Marketing - Franchise			
Direct Marketing - Fringe			
Direct Marketing - Competitive			
Direct Marketing - Other			
TOTAL DIRECT MARKETING			
Continuity			
Field Marketing			
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges			
Marketing Reserve			
Pre Spending			
Other	1.461	1.171	-0.290
TOTAL NON-RETAIL	1.461	1.171	-0.290
TOTAL MARKET RESEARCH			
TOTAL GROSS SPENDING	1.461	1.171	-0.290
ACCRUAL CLOSEOUT			
NET SPENDING	1.461	1.171	-0.290
EQUITY SPENDING	1.461	1.171	-0.290
Consumption Volume			
MAM			
VM / M (Sold)			

52953 3708

12/14/00 1:37:10PM

TRADITIONAL RETAIL CHANNEL BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>Oct 00 LE</u>	<u>Difference</u>
Advertising - Print			
Advertising - Signage			
Advertising - Other			
Advertising - Ad Production			
Agency Fees			
TOTAL ADVERTISING			
Package			
BSGSF/Gratis			
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN			
Field Discounting			
Retailer Accrual-Defensive ONLY			
DISCOUNTING			
POS			
Other Retail			
Price Dealback			
TOTAL RETAIL (Incl. Dealback)			
Direct Marketing - Franchise			
Direct Marketing - Fringe			
Direct Marketing - Competitive			
Direct Marketing - Other			
TOTAL DIRECT MARKETING			
Continuity			
Field Marketing			
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges			
Marketing Reserve			
Pre Spending			
Other	1.100	1.100	
TOTAL NON-RETAIL	1.100	1.100	
TOTAL MARKET RESEARCH			
TOTAL GROSS SPENDING	1.100	1.100	
ACCRUAL CLOSEOUT			
NET SPENDING	1.100	1.100	
EQUITY SPENDING	1.100	1.100	
Consumption Volume			
MAM			
VM / M (Sold)			

52953 3709

NEW/INTERNATIONAL BRANDS - BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>Oct 00 LE</u>	<u>Difference</u>
Advertising - Print			
Advertising - Signage			
Advertising - Other			
Advertising - Ad Production			
Agency Fees			
TOTAL ADVERTISING			
Package			
BSGSF/Gratis			
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN			
Field Discounting			
Retailer Accrual-Defensive ONLY			
DISCOUNTING			
POS			
Other Retail			
Price Dealback			
TOTAL RETAIL (Incl. Dealback)			
Direct Marketing - Franchise			
Direct Marketing - Fringe			
Direct Marketing - Competitive			
Direct Marketing - Other			
TOTAL DIRECT MARKETING			
Continuity			
Field Marketing			
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges			
Marketing Reserve			
Pre Spending			
Other	4.778	4.778	
TOTAL NON-RETAIL	4.778	4.778	
TOTAL MARKET RESEARCH			
TOTAL GROSS SPENDING	4.778	4.778	
ACCRUAL CLOSEOUT			
NET SPENDING	4.778	4.778	
EQUITY SPENDING	4.778	4.778	
Consumption Volume			
MAM			
VM / M (Sold)			

52953 3710

12/14/00 2:14:30PM

Summary

52953 3711

Brand Detail

52953 3712

Budget Change Reconciliation

52953 3713

Source: <https://www.industrydocuments.ucsf.edu/docs/nyyf0224>

2000 Marketing Budget

	<u>Winston</u>	<u>Camel</u>	<u>Salem</u>	<u>Vantage</u>	<u>Eclipse</u>	<u>Full Price</u>
	<u>\$447,008</u>	<u>\$437,722</u>	<u>\$171,230</u>	<u>\$17,678</u>	<u>\$7,800</u>	<u>Excl Unalloc</u>
2000 Op Plan						\$1,081,438
Marketing Reserve	(15,291)	(14,925)	(5,398)			(35,614)
 September LE	 559,072	 526,518	 226,766	 32,745	 7,838	 1,352,939
Increase/Decrease Discounting	9,355	26,411	2,361	(4,632)		33,495
Tfr Alt. Retail Channel to Info. Resources						0
Increase Alliance/SOC/Other						0
Tfr from Winston to FP Unallocated	(1,000)					(1,000)
Tfr from DTC to FP Unallocated						0
Tfr from ARC to FP Unallocated						0
Tfr from New Int'l Brands to FP Unallocated						0
 October LE	 567,427	 552,929	 229,127	 28,113	 7,838	 1,385,434
Alliance Adj. - Oct/Nov Actuals						0
Alliance Adj. - Volume						0
Tfr from FP Unallocated to Salem		400				400
Tfr from Salem to External Relations		(50)				(50)
Tfr from Camel to DTC	(201)					(201)
 November LE	 567,427	 552,728	 229,477	 28,113	 7,838	 1,385,583

52953 3714

2000 Marketing Budget

	Datasystems <u>Mktg - RSK</u>	Market <u>Research</u>	Corp. <u>Direct Mkt.</u>	Direct to <u>Consumer</u>	Alt. Retail <u>Channels</u>	Traditional <u>Retail Chan.</u>	New/Int'l <u>Brands</u>	Other <u>(MAC/EVP)</u>
2000 Op Plan								
Marketing Reserve	\$14,115	\$1,614	\$7,805	\$2,400	\$2,600	\$2,100	\$5,200	\$1,750
 September LE	 12,467	 1,457	 10,143	 1,944	 1,610	 1,100	 5,156	 1,343
Increase/Decrease Discounting								
Tfr Alt. Retail Channel to Info. Resources						(69)		
Increase Alliance/SOC/Other								
Tfr from Winston to FP Unallocated								1,000
Tfr from DTC to FP Unallocated					(252)			252
Tfr from ARC to FP Unallocated						(439)		439
Tfr from New Int'l Brands to FP Unallocated							(378)	378
 October LE	 12,467	 1,457	 10,143	 1,692	 1,102	 1,100	 4,778	 3,412
Alliance Adj. - Oct/Nov Actuals								
Alliance Adj. - Volume								
Tfr from FP Unallocated to Salem								(400)
Tfr from Salem to External Relations								
Tfr from Camel to DTC				201				
 November LE	 12,467	 1,457	 10,143	 1,893	 1,102	 1,100	 4,778	 3,012

52953 3715

2000 Marketing Budget

	Total <u>Unallocated</u>	Total <u>Full Price</u>	Doral	Monarch	Best Value	Forsyth	Total <u>Savings</u>	Total <u>Marketing</u>
2000 Op Plan	\$37,584	\$1,119,022	\$677,368	\$40,738	\$21,134	\$144,950	\$884,190	\$2,003,212
Marketing Reserve	0	(35,614)	(14,386)				(14,386)	(50,000)
September LE	35,220	1,388,159	800,074	46,004	22,303	90,844	959,225	2,347,384
Increase/Decrease Discounting	0	33,495	19,300	2,474	477		22,251	55,746
Tfr Alt. Retail Channel to Info. Resources	(69)	(69)					0	(69)
Increase Alliance/SOC/Other	0	0				4,129	4,129	4,129
Tfr from Winston to FP Unallocated	1,000	0					0	0
Tfr from DTC to FP Unallocated	0	0					0	0
Tfr from ARC to FP Unallocated	0	0					0	0
Tfr from New Int'l Brands to FP Unallocated	0	0					0	0
October LE	36,151	1,421,585	819,374	48,478	22,780	94,973	985,605	2,407,190
Alliance Adj. - Oct/Nov Actuals	0	0				(2,436)	(2,436)	(2,436)
Alliance Adj. - Volume	0	0				933	933	933
Tfr from FP Unallocated to Salem	(400)	0					0	0
Tfr from Salem to External Relations	0	(50)					0	(50)
Tfr from Camel to DTC	201	0					0	0
November LE	35,952	1,421,535	819,374	48,478	22,780	93,470	984,102	2,405,637

52953 3716

52953 3717

Quarterly Dollars, Offers, PV

(\$ and Offers in M's; PV in MM's)

Nov 00 LE	1st Qtr					2nd Qtr					3rd Qtr					4th Qtr					Total Year				
	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	Cst/Ctn	Cst/Off			
Winston																									
Advertising																									
Print	6,212				6,212				6,212				6,212				24,848								
Ad Production	1,930				1,930				1,930				1,930				7,719								
Fee	2,004				2,004				2,004				2,004				8,014								
Other	659				659				659				659				2,637								
Total Advertising	10,805				10,805				10,805				10,805				43,218								
Retail																									
BSGSF	3,774	6,785	497	10%	8,335	5,795	440	9%	10,607	7,072	505	11%	32,025	9,872	757	16%	54,742	29,523	2,198	12%	4.98	1.85			
POS/PDI	747				747				747				747				2,989								
Field Discounting	83,814	13,875	2,775	57%	83,814	13,875	2,775	58%	83,814	13,875	2,775	58%	83,814	13,875	2,775	59%	335,254	55,500	11,100	58%	6.04	6.04			
Workplan Disc - C/O Cpn	150	30	1%		150	30	1%		150	30	1%		150	30	1%		600	120	1%						
Other Retail	676				676				695				695				2,743								
Pre Spending																	7,343								
Other																	338								
Total Retail	89,011	20,810	3,302	68%	93,572	19,820	3,245	68%	95,863	21,097	3,310	69%	124,962	23,897	3,562	76%	403,409	85,623	13,418	70%	6.01	4.71			
Direct Marketing																									
Franchise Direct Marketing	6,063				6,063				6,063				6,637				24,824								
Competitive Direct Marketing	3,432				3,432				3,432				4,165				14,460								
Continuity	313				313				352				352				1,328								
Total Direct Marketing	9,807				9,807				9,846				11,153				40,612								
Field Marketing																									
Field Marketing	3,575				3,575				3,575				3,575				14,300								
Total Field Marketing	3,575				3,575				3,575				3,575				14,300								
SME																									
SME Operations	8,506				8,506				8,506				8,506				34,024								

Nov 00 LE	1st Qtr				2nd Qtr				3rd Qtr				4th Qtr				Total Year					
	\$	Offers	PV	%PV	\$	Offers	PV	%PV	Cst/Ctn	Cst/Off												
Other SME	11,908				6,944				6,944				6,944				32,740					
Total SME	20,414				15,450				15,450				15,450				66,764					
Research																						
• Research	508				508				508				508				2,031					
Total Research	508				508				508				508				2,031					
Other																						
• Other	2,504				2,504				2,504				2,504				10,015					
Total Other	2,504				2,504				2,504				2,504				10,015					
Total Winston	136,623	20,810	3,302	68%	136,220	19,820	3,245	68%	138,550	21,097	3,310	69%	168,956	23,897	3,562	76%	580,349	85,623	13,418	70%	8.65	6.78
Total Consumption	4,850				4,771				4,785				4,690				19,096					

Nov 00 LE	1st Qtr				2nd Qtr				3rd Qtr				4th Qtr				Total Year					
	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV		
Camel																						
Advertising																						
Print	6,482				11,020				9,724				5,186				32,412					
Ad Production	514				514				514				514				2,055					
Fee	1,738				1,738				1,738				1,738				6,953					
Other																						
Total Advertising	8,734				13,272				11,976				7,438				41,420					
Retail																						
BSGSF	7,128	6,895	364	7%	10,626	8,183	431	8%	7,549	6,076	365	6%	21,228	14,612	865	16%	46,531	35,766	2,024	9%	4.60	1.30
Package					318	100	9	0%	3,044	2,500	100	2%	972				4,334	2,600	109	0%	7.95	1.67
POS/PDI	5				972				5				352				1,333					
Field Discounting	84,485		2,604	49%	84,485		2,604	47%	84,485		2,604	46%	84,485		2,604	47%	337,941		10,416	47%	6.49	
Workplan Disc - C/O Cpn	290	363	44	1%	630	317	38	1%									920	680	82	0%	2.26	1.35
Other Retail	793				6,715				821				3,490	-1,573	-94	-2%	11,819	-1,573	-94	0%	-25.03	-7.51
Total Retail	92,702	7,258	3,011	57%	103,746	8,600	3,082	56%	95,904	8,576	3,069	54%	110,527	13,039	3,374	61%	402,879	37,473	12,536	57%	6.43	10.75
Direct Marketing																						
Franchise Direct Marketing					137				46				262				445					
Competitive Direct Marketing	6,240		162	3%	6,850		162	3%	6,850		162	3%	6,869		162	3%	26,809		649	3%	8.27	
Total Direct Marketing	6,240		162	3%	6,988		162	3%	6,896		162	3%	7,130		162	3%	27,254		649	3%	8.40	
Continuity																						
Continuity	3,506				3,506				3,506				4,856				15,373					
Total Continuity	3,506				3,506				3,506				4,856				15,373					
Field Marketing																						
Field Marketing	17,564				17,696				17,696				17,700				70,655					
Total Field Marketing	17,564				17,696				17,696				17,700				70,655					
Research																						
Research	450				450				450				450				1,800					
Total Research	450				450				450				450				1,800					

Nov 00 LE	1st Qtr				2nd Qtr				3rd Qtr				4th Qtr				Total Year					
	\$	Offers	PV	%PV	\$	Offers	PV	%PV	Cst/Ctn	Cst/Off												
Other																						
Other	2,653				2,653				2,653				2,653				10,610					
Total Other	2,653				2,653				2,653				2,653				10,610					
Total Camel	131,848	7,258	3,173	60%	148,310	8,600	3,244	58%	139,079	8,576	3,231	57%	150,754	13,039	3,536	64%	569,991	37,473	13,185	60%	8.65	15.21
Total Consumption			5,327				5,548				5,702				5,490				22,067			

Nov 00 LE	1st Qtr					2nd Qtr					3rd Qtr					4th Qtr					Total Year				
	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	Cst/Ctn	Cst/Off			
Salem																									
Advertising																									
Print	2,117				2,117				2,117				2,117				8,469								
Signage	497				497				497				497				1,987								
Ad Production	813				813				913				913				3,450								
Fee	1,423				1,423				1,423				1,423				5,691								
Other																									
Total Advertising	4,849				4,849				4,949				4,949				19,597								
Retail																									
BSGSF	1,933	1,283	72	2%	3,532	2,092	147	5%	3,757	1,986	77	2%	9,281	3,314	288	10%	18,503	8,675	584	5%	6.34	2.13			
POS/PDI	39				39				78				625				782								
Field Discounting	49,232	8,031	1,645	54%	42,370	6,903	1,392	45%	42,370	6,903	1,353	44%	34,838	5,666	1,111	38%	168,810	27,503	5,501	45%	6.14	6.14			
Other Retail	626	957	38	1%	626	957	38	1%	2,724	957	38	1%	2,626	957	38	1%	6,602	3,827	153	1%	8.62	1.72			
Total Retail	51,830	10,271	1,755	58%	46,567	9,952	1,577	51%	48,929	9,846	1,468	47%	47,370	9,936	1,437	49%	194,696	40,005	6,238	51%	6.24	4.87			
Direct Marketing																									
Franchise Direct Marketing	648				648				648				648				2,590								
Competitive Direct Marketing	325				325				545				575				1,770								
Total Direct Marketing	973				973				1,193				1,223				4,360								
Field Marketing																									
Field Marketing	3,422				3,422				3,422				3,422				13,687								
Total Field Marketing	3,422				3,422				3,422				3,422				13,687								
Research																									
Research	331				331				331				331				1,325								
Total Research	331				331				331				331				1,325								
Other																									
Marketing Reserve																									
Other	121				121				171				171				585								
Total Other	121				121				171				171				585								

Nov 00 LE	1st Qtr				2nd Qtr				3rd Qtr				4th Qtr				Total Year					
	\$	Offers	PV	%PV	\$	Offers	PV	%PV	Cst/Ctn	Cst/Off												
Total Salem	61,526	10,271	1,755	58%	56,263	9,952	1,577	51%	58,995	9,846	1,468	47%	57,466	9,936	1,437	49%	234,250	40,005	6,238	51%	7.51	\$.86
Total Consumption			3,051				3,066				3,095				2,959				12,171			

Nov 00 LE	1st Qtr				2nd Qtr				3rd Qtr				4th Qtr				Total Year					
	\$	Offers	PV	%PV	\$	Offers	PV	Cst/Ctn	Cst/Off													
Vantage																						
Retail																						
Field Discounting	7,295	1,318	288	38%	7,350	1,328	266	35%	7,350	1,328	266	35%	5,742	1,506	277	39%	27,737	5,480	1,096	37%	5.06	5.06
Total Retail	7,295	1,318	288	38%	7,350	1,328	266	35%	7,350	1,328	266	35%	5,742	1,506	277	39%	27,737	5,480	1,096	37%	5.06	5.06
Total Vantage	7,295	1,318	288	38%	7,350	1,328	266	35%	7,350	1,328	266	35%	5,742	1,506	277	39%	27,737	5,480	1,096	37%	5.06	5.06
Total Consumption			765				752				752						710				2,979	

Nov 00 LE	1st Qtr			2nd Qtr			3rd Qtr			4th Qtr			Total Year					
	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	Cst/Ctn	Cst/Off
More																		
Other																		
Other																		
Total Other																		
Total More																		
Total Consumption		351				349				359				340			1,399	

Nov 00 LE	1st Qtr			2nd Qtr			3rd Qtr			4th Qtr			Total Year				
	\$ Offers	PV	%PV	\$ Offers	PV	%PV	Cst/Ctn	Cst/Off									
Now																	
Other																	
Other																	
Total Other																	
Total Now																	
Total Consumption	287			272			280			264						1,103	

Nov 00 LE	1st Qtr			2nd Qtr			3rd Qtr			4th Qtr			Total Year				
	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	Cst/Ctn
Eclipse																	
Advertising																	
Print					466				699				700				1,865
Ad Production	73				73				73				73				292
Fee	380				380				380				380				1,518
Total Advertising	453				919				1,152				1,152				3,675
Retail																	
Other Retail	305				305				305				305				1,218
Total Retail	305				305				305				305				1,218
Direct Marketing																	
Competitive Direct Marketing					357				535				536				1,429
Other	161				161				161				161				643
Total Direct Marketing	161				518				696				697				2,071
Research																	
Research					192				192								384
Total Research					192				192								384
Other																	
Other					124				186				187				497
Total Other					124				186				187				497
Total Eclipse	918				2,057				2,530				2,340				7,846
Total Consumption		1				7				1				1			9

Nov 00 LE	1st Qtr			2nd Qtr			3rd Qtr			4th Qtr			Total Year				
	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	Cst/Ctn
Moonlight																	
Other																	
Other																	
Total Other																	
Total Moonlight																	
Total Consumption		3				3				3				3			12

Nov 00 LE	1st Qtr				2nd Qtr				3rd Qtr				4th Qtr				Total Year					
	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV		
Doral																						
Advertising																						
Print	4,381				3,200				5,432				1,330				14,343					
Ad Production	239				199				278				79				795					
Fee	1,589				1,589				1,589				1,589				6,358					
Pre Spending													1,461				1,461					
Other	1,471				1,481				696				1,128				4,777					
Total Advertising	7,681				6,470				7,995				5,588				27,733					
Retail																						
BSGSF	6,577	5,432	970	15%	7,895	5,290	377	6%	11,221	6,974	374	6%	9,681	5,444	377	6%	35,374	23,140	2,098	8%	3.37	1.53
POS/PDI	714				714				714				714				2,854					
Field Discounting	139,994				183,564				194,825				209,605				727,987					
Other Retail	453				453				453				453				1,812					
Pre Spending													5,354				5,354					
Total Retail	147,738	5,432	970	15%	192,625	5,290	377	6%	207,212	6,974	374	6%	225,806	5,444	377	6%	773,381	23,140	2,098	8%	73.72	33.42
Direct Marketing																						
Franchise Direct Marketing	123	65	1%		374		40	1%	417		43	1%	1,410		46	1%	2,322		194	1%	2.39	
Fringe Direct Marketing	278	64	1%		1,139		53	1%	2,995		98	1%	2,357		57	1%	6,768		273	1%	4.96	
Competitive Direct Marketing	719	1,418	21%		1,447		1,447	22%	967		502	8%	989		502	8%	4,123		3,868	15%	0.21	
Pre Spending													685				685					
Other	9,081				10,610				3,254				835				23,779					
Total Direct Marketing	10,200	1,547	23%		13,569	1,540	24%		7,632	643	10%		6,276	606	10%		37,677	4,335	17%		1.74	
Continuity																						
Continuity	3,470				3,470				4,740				4,740				16,418					
Total Continuity	3,470				3,470				4,740				4,740				16,418					
Research																						
Research	525				525				525				525				2,100					
Other																						

Nov 00 LE	1st Qtr				2nd Qtr				3rd Qtr				4th Qtr				Total Year					
	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	Cst/Ctn	Cst/Off
Total Research	525				525				525				525				2,100					
Other																						
Other	685				685				685				1,461				3,515					
Total Other	685				685				685				1,461				3,515					
Total Doral	170,298	5,432	2,517	38%	217,343	5,290	1,917	29%	228,788	6,974	1,017	16%	244,395	5,444	982	16%	860,824	23,140	6,433	25%	26.76	37.20
Total Consumption	6,598				6,507				6,553				6,281				25,940					

Nov 00 LE	1st Qtr			2nd Qtr			3rd Qtr			4th Qtr			Total Year						
	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	Cst/Ctn	Cst/Off	
<u>Monarch</u>																			
Retail																			
POS/PDI	75				75				75				75				300		
Field Discounting	13,129				13,827				13,661				12,690				53,308		
Total Retail	13,204				13,902				13,736				12,765				53,608		
Total Monarch	13,204				13,902				13,736				12,765				53,608		
Total Consumption		477				503				529				509				2,018	

Nov 00 LE	1st Qtr			2nd Qtr			3rd Qtr			4th Qtr			Total Year						
	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	Cst/Ctn	Cst/Off	
Forsyth																			
Retail																			
POS/PDI	75				75				75				75				300		
Total Retail	75				75				75				75				300		
Other																			
Alliance	22,644				23,752				23,060				21,952				91,408		
Forsyth Contracts	875				875				875				875				3,500		
Other	50				50				50				50				200		
Total Other	23,569				24,677				23,985				22,877				95,108		
Total Forsyth	23,644				24,752				24,060				22,952				95,408		
Total Consumption		1,415				1,443				1,454				1,412				5,723	

Nov 00 LE	1st Qtr			2nd Qtr			3rd Qtr			4th Qtr			Total Year				
	\$ Offers	PV	%PV	\$ Offers	PV	Cst/Ctn	Cst/Off										
Best Value																	
Retail																	
POS/PDI																	
Field Discounting	6,462			6,680			6,634			5,661			25,437				
Total Retail	6,462			6,680			6,634			5,661			25,437				
Total Best Value	6,462			6,680			6,634			5,661			25,437				
Total Consumption		193			241			242			234			910			

Nov 00 LE	1st Qtr			2nd Qtr			3rd Qtr			4th Qtr			Total Year			
	\$ Offers	PV	%PV	\$ Offers	PV	Cst/Ctn	Cst/Off									
<u>Symphony</u>																
Other																
Other																
Total Other																
Total Symphony																
Total Consumption	0			0			0			0			0			

Nov 00 LE	1st Qtr			2nd Qtr			3rd Qtr			4th Qtr			Total Year					
	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	Cst/Ctn	Cst/Off
Other Savings																		
Other																		
Other																		
Total Other																		
Total Other Savings																		
Total Consumption		59				52				56			52				218	

Nov 00 LE	1st Qtr			2nd Qtr			3rd Qtr			4th Qtr			Total Year				
	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	Cst/Ctn
Corporate Research																	
Research																	
Research	328				328				328				474				1,457
Total Research	328				328				328				474				1,457
Total Corporate Resear	328				328				328				474				1,457
Total Consumption		0				0				0				0			0

Nov 00 LE	1st Qtr			2nd Qtr			3rd Qtr			4th Qtr			Total Year				
	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	Cst/Ctn
Corp Direct Marketing																	
Direct Marketing																	
Other	1,951				1,951				1,951				4,951			10,805	
Total Direct Marketing	1,951				1,951				1,951				4,951			10,805	
Other																	
Other																	
Total Other																	
Total Corp Direct Mar	1,951				1,951				1,951				4,951			10,805	
Total Consumption		0				0				0				0			0

Nov 00 LE	1st Qtr			2nd Qtr			3rd Qtr			4th Qtr			Total Year				
	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	Cst/Ctn
Datasystems Marketing																	
Research																	
Research	3,117				3,117				3,117				3,117			12,467	
Total Research	3,117				3,117				3,117				3,117			12,467	
Total Datasystems Mar	3,117				3,117				3,117				3,117			12,467	
Total Consumption		0				0				0				0			0

Nov 00 LE	1st Qtr			2nd Qtr			3rd Qtr			4th Qtr			Total Year				
	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	Cst/Ctn
FP Unallocated																	
Retail																	
Field Discounting																	
Total Retail																	
Direct Marketing																	
Field Discounting																	
Competitive Direct Marketing																	
Total Direct Marketing																	
Research																	
Research																	
Total Research																	
Other																	
Marketing Reserve	489				489				489				489				1,955
Other	325				325				325				325				1,300
Total Other	814				814				814				814				3,255
Total FP Unallocated	814				814				814				814				3,255
Total Consumption		0				0				0				0			0

Nov 00 LE	1st Qtr			2nd Qtr			3rd Qtr			4th Qtr			Total Year				
	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	Cst/Ctn
Direct to Consumer																	
Other																	
Other	241				547				557				547			1,893	
Total Other	241				547				557				547			1,893	
Total Direct to Consum	241				547				557				547			1,893	
Total Consumption		0				0				0				0			0

Nov 00 LE	1st Qtr				2nd Qtr				3rd Qtr				4th Qtr				Total Year				
	\$	Offers	PV	%PV	\$	Offers	PV	Cst/Ctn	Cst/Off												
<u>Alternate Retail Channel</u>																					
Other																					
Other	141				141				564				614				1,461				
Total Other	141				141				564				614				1,461				
Total Alternate Retail	141				141				564				614				1,461				
Total Consumption		0				0				0				0				0			

Nov 00 LE	1st Qtr			2nd Qtr			3rd Qtr			4th Qtr			Total Year				
	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	Cst/Ctn
Traditional Retail Channel																	
Other																	
Other	275				275				275				275			1,100	
Total Other	275				275				275				275			1,100	
Total Traditional Retail	275				275				275				275			1,100	
Total Consumption		0				0				0				0			0

Nov 00 LE	1st Qtr			2nd Qtr			3rd Qtr			4th Qtr			Total Year			
	\$ Offers	PV	%PV	\$ Offers	PV	Cst/Ctn	Cst/Off									
New/International Brands																
Other																
Other	1,195			1,195			1,195			1,195			4,778			
Total Other	1,195			1,195			1,195			1,195			4,778			
Total New/International	1,195			1,195			1,195			1,195			4,778			
Total Consumption	0			0			0			0			0			

Nov 00 LE	1st Qtr				2nd Qtr				3rd Qtr				4th Qtr				Total Year					
	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	\$	Offers	PV	%PV	Cst/Ctn	Cst/Off
Grand Totals	559,878	45,088	11,035		621,245	44,990	10,249		628,523	47,820	9,291		683,019	53,823	9,795		2,492,666	191,721	40,370			

TOTAL MARKETING - BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>2000 Op Plan</u>	<u>Difference</u>
Advertising - Print	81.937	83.200	1.263
Advertising - Signage	1.987	3.000	1.013
Advertising - Other	9.615	5.695	-3.920
Advertising - Ad Production	12.801	15.463	2.662
Agency Fees	29.304	24.200	-5.104
TOTAL ADVERTISING	135.644	131.558	-4.086
Package	4.334	7.992	3.658
BSGSF/Gratis	155.150	106.238	-48.912
DPC/Mega			
Workplan Disc - C/O Cpn	0.920	2.853	1.933
WORKPLAN	160.404	117.083	-43.321
Field Discounting	1,676.474	1,217.084	-459.390
Retailer Accrual-Defensive ONLY			
DISCOUNTING	1,676.474	1,217.084	-459.390
POS	8.558	13.424	4.866
Other Retail	37.229	12.694	-24.535
Price Dealback			
TOTAL RETAIL (Incl. Dealback)	1,882.665	1,360.285	-522.380
Direct Marketing - Franchise	30.181	24.884	-5.297
Direct Marketing - Fringe	6.768	4.061	-2.707
Direct Marketing - Competitive	48.590	60.921	12.331
Direct Marketing - Other	37.240	22.911	-14.329
TOTAL DIRECT MARKETING	122.779	112.777	-10.002
Continuity	31.791	23.885	-7.906
Field Marketing	98.642	111.500	12.858
Forsyth Alliance	91.408	134.450	43.042
Forsyth Payments	3.500	10.000	6.500
SME Operations	34.024	65.300	31.276
SME Other	32.740		-32.740
SMS Charges	12.739	9.200	-3.539
Marketing Reserve	1.955	1.150	-0.805
Pre Spending			
Other	23.215	23.078	-0.137
TOTAL NON-RETAIL	452.793	491.340	38.547
TOTAL MARKET RESEARCH	21.564	20.029	-1.535
TOTAL GROSS SPENDING	2,492.666	2,003.212	-489.454
ACCRUAL CLOSEOUT	-87.028		87.028
NET SPENDING	2,405.638	2,003.212	-402.426
EQUITY SPENDING	816.192	786.128	-30.064
Consumption Volume	93.674	93.837	0.163
MAM	2,524.353	2,564.731	40.378
VM / M (Sold)	52.53	50.88	-1.65

52953 3746

TOTAL FULL PRICE - BUDGET COMPARISON

Category	Nov 00 LE	2000 Op Plan	Difference
Advertising - Print	67.594	69.400	1.806
Advertising - Signage	1.987	3.000	1.013
Advertising - Other	3.377	0.500	-2.877
Advertising - Ad Production	12.006	14.700	2.694
Agency Fees	22.946	20.200	-2.746
TOTAL ADVERTISING	107.910	107.800	-0.110
Package	4.334	7.992	3.658
BSGSF/Gratis	119.776	68.838	-50.938
DPC/Mega			
Workplan Disc - C/O Cpn	0.920	2.853	1.933
WORKPLAN	125.030	79.683	-45.347
Field Discounting	869.742	581.860	-287.882
Retailer Accrual-Defensive ONLY			
DISCOUNTING	869.742	581.860	-287.882
POS	5.104	9.942	4.838
Other Retail	30.063	10.890	-19.173
Price Dealback			
TOTAL RETAIL (Incl. Dealback)	1,029.939	682.375	-347.564
Direct Marketing - Franchise	27.859	22.000	-5.859
Direct Marketing - Fringe			
Direct Marketing - Competitive	44.467	55.885	11.418
Direct Marketing - Other	12.776	16.105	3.329
TOTAL DIRECT MARKETING	85.102	93.990	8.888
Continuity	15.373	8.400	-6.973
Field Marketing	98.642	111.500	12.858
Forsyth Alliance			
Forsyth Payments			
SME Operations	34.024	65.300	31.276
SME Other	32.740		-32.740
SMS Charges	10.000	7.400	-2.600
Marketing Reserve	1.955	1.150	-0.805
Pre Spending			
Other	13.007	9.778	-3.229
TOTAL NON-RETAIL	290.843	297.518	6.675
TOTAL MARKET RESEARCH	19.464	19.029	-0.435
TOTAL GROSS SPENDING	1,448.157	1,106.722	-341.435
ACCRUAL CLOSEOUT	-35.864		35.864
NET SPENDING	1,412.293	1,106.722	-305.571
EQUITY SPENDING	578.415	524.862	-53.553
Consumption Volume	58.866	58.441	-0.425
MAM	2,075.816	2,043.049	-32.767
VM / M (Sold)	59.08		-59.08

52953 3747

FULL PRICE BU (W,S,C,V,E,ML) - BUDGET COMPARISON

Category	Nov 00 LE	2000 Op Plan	Difference
Advertising - Print	67.594	69.400	1.806
Advertising - Signage	1.987	3.000	1.013
Advertising - Other	3.377	0.500	-2.877
Advertising - Ad Production	12.006	14.700	2.694
Agency Fees	22.946	20.200	-2.746
TOTAL ADVERTISING	107.910	107.800	-0.110
Package	4.334	7.992	3.658
BSGSF/Gratis	119.776	68.838	-50.938
DPC/Mega			
Workplan Disc - C/O Cpn	0.920	2.853	1.933
WORKPLAN	125.030	79.683	-45.347
Field Discounting	869.742	581.860	-287.882
Retailer Accrual-Defensive ONLY			
DISCOUNTING	869.742	581.860	-287.882
POS	5.104	9.942	4.838
Other Retail	30.063	10.890	-19.173
Price Dealback			
TOTAL RETAIL (Incl. Dealback)	1,029.939	682.375	-347.564
Direct Marketing - Franchise	27.859	22.000	-5.859
Direct Marketing - Fringe			
Direct Marketing - Competitive	44.467	55.885	11.418
Direct Marketing - Other	1.971	8.300	6.329
TOTAL DIRECT MARKETING	74.297	86.185	11.888
Continuity	15.373	8.400	-6.973
Field Marketing	98.642	111.500	12.858
Forsyth Alliance			
Forsyth Payments			
SME Operations	34.024	65.300	31.276
SME Other	32.740		-32.740
SMS Charges	10.000	7.400	-2.600
Marketing Reserve			
Pre Spending			
Other	11.707	9.178	-2.529
TOTAL NON-RETAIL	276.784	287.963	11.179
TOTAL MARKET RESEARCH	5.540	3.300	-2.240
TOTAL GROSS SPENDING	1,420.173	1,081.438	-338.735
ACCRUAL CLOSEOUT	-34.599		34.599
NET SPENDING	1,385.574	1,081.438	-304.136
EQUITY SPENDING	550.431	499.578	-50.853
Consumption Volume	56.333	55.788	-0.545
MAM	1,952.967	1,937.413	-15.555
VM / M (Sold)			

52953 3748

WINSTON - BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>2000 Op Plan</u>	<u>Difference</u>
Advertising - Print	24.848	29.000	4.152
Advertising - Signage			
Advertising - Other	2.967		-2.967
Advertising - Ad Production	6.619	8.500	1.881
Agency Fees	8.784	6.000	-2.784
TOTAL ADVERTISING	43.218	43.500	0.282
Package			
BSGSF/Gratis	54.742	31.283	-23.459
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN	54.742	31.283	-23.459
Field Discounting	335.254	231.008	-104.246
Retailer Accrual-Defensive ONLY			
DISCOUNTING	335.254	231.008	-104.246
POS	2.989	2.542	-0.447
Other Retail	10.424	2.790	-7.634
Price Dealback			
TOTAL RETAIL (Incl. Dealback)	403.409	267.623	-135.786
Direct Marketing - Franchise	24.824	19.700	-5.124
Direct Marketing - Fringe			
Direct Marketing - Competitive	14.460	21.885	7.425
Direct Marketing - Other	1.328	4.800	3.472
TOTAL DIRECT MARKETING	40.612	46.385	5.773
Continuity			
Field Marketing	14.300	15.600	1.300
Forsyth Alliance			
Forsyth Payments			
SME Operations	34.024	65.300	31.276
SME Other	32.740		-32.740
SMS Charges			
Marketing Reserve			
Pre Spending			
Other	10.015	7.600	-2.415
TOTAL NON-RETAIL	131.691	134.885	3.194
TOTAL MARKET RESEARCH	2.031	1.000	-1.031
TOTAL GROSS SPENDING	580.349	447.008	-133.341
ACCRUAL CLOSEOUT	-12.955		12.955
NET SPENDING	567.394	447.008	-120.386
EQUITY SPENDING	245.095	216.000	-29.095
Consumption Volume	19.096	19.192	0.096
MAM	568.993	584.834	15.841
VM / M (Sold)	58.56	56.36	-2.20

52953 3749

CAMEL - BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>2000 Op Plan</u>	<u>Difference</u>
Advertising - Print	32.412	31.700	-0.712
Advertising - Signage			
Advertising - Other	0.210	0.200	-0.010
Advertising - Ad Production	1.845	2.000	0.155
Agency Fees	6.953	7.000	0.047
TOTAL ADVERTISING	41.420	40.900	-0.520
Package	4.334	7.992	3.658
BSGSF/Gratis	46.531	27.555	-18.976
DPC/Mega			
Workplan Disc - C/O Cpn	0.920	2.853	1.933
WORKPLAN	51.785	38.400	-13.385
Field Discounting	337.941	220.644	-117.297
Retailer Accrual-Defensive ONLY			
DISCOUNTING	337.941	220.644	-117.297
POS	1.333	5.000	3.667
Other Retail	11.819	5.100	-6.719
Price Dealback			
TOTAL RETAIL (Incl. Dealback)	402.879	269.144	-133.735
Direct Marketing - Franchise	0.445		-0.445
Direct Marketing - Fringe			
Direct Marketing - Competitive	26.809	30.300	3.491
Direct Marketing - Other		1.600	1.600
TOTAL DIRECT MARKETING	27.254	31.900	4.646
Continuity	15.373	8.400	-6.973
Field Marketing	70.655	78.300	7.645
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges	10.000	7.400	-2.600
Marketing Reserve			
Pre Spending			
Other	0.610	0.678	0.068
TOTAL NON-RETAIL	123.892	126.678	2.786
TOTAL MARKET RESEARCH	1.800	1.000	-0.800
TOTAL GROSS SPENDING	569.991	437.722	-132.269
ACCRUAL CLOSEOUT	-17.250		17.250
NET SPENDING	552.741	437.722	-115.019
EQUITY SPENDING	232.050	217.078	-14.972
Consumption Volume	22.067	21.244	-0.823
MAM	754.456	706.156	-48.300
VM / M (Sold)	58.89	56.36	-2.53

52953 3750

SALEM - BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>2000 Op Plan</u>	<u>Difference</u>
Advertising - Print	8.469	7.200	-1.269
Advertising - Signage	1.987	3.000	1.013
Advertising - Other	0.200	0.300	0.100
Advertising - Ad Production	3.250	4.100	0.850
Agency Fees	5.691	5.500	-0.191
TOTAL ADVERTISING	19.597	20.100	0.503
Package			
BSGSF/Gratis	18.503	10.000	-8.503
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN	18.503	10.000	-8.503
Field Discounting	168.810	112.530	-56.280
Retailer Accrual-Defensive ONLY			
DISCOUNTING	168.810	112.530	-56.280
POS	0.782	2.400	1.619
Other Retail	6.602	3.000	-3.602
Price Dealback			
TOTAL RETAIL (Incl. Dealback)	194.696	127.930	-66.766
Direct Marketing - Franchise	2.590	2.300	-0.290
Direct Marketing - Fringe			
Direct Marketing - Competitive	1.770	2.200	0.430
Direct Marketing - Other			
TOTAL DIRECT MARKETING	4.360	4.500	0.140
Continuity			
Field Marketing	13.687	17.600	3.913
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges			
Marketing Reserve			
Pre Spending			
Other	0.585	0.200	-0.385
TOTAL NON-RETAIL	18.632	22.300	3.668
TOTAL MARKET RESEARCH	1.325	0.900	-0.425
TOTAL GROSS SPENDING	234.250	171.230	-63.020
ACCRAUL CLOSEOUT	-4.762		4.762
NET SPENDING	229.488	171.230	-58.258
EQUITY SPENDING	65.440	58.700	-6.740
Consumption Volume	12.170	12.325	0.155
MAM	492.971	510.092	17.121
VM / M (Sold)	59.68	56.83	-2.85

52953 3751

VANTAGE - BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>2000 Op Plan</u>	<u>Difference</u>
Advertising - Print			
Advertising - Signage			
Advertising - Other			
Advertising - Ad Production			
Agency Fees			
TOTAL ADVERTISING			
Package			
BSGSF/Gratis			
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN			
Field Discounting	27.737	17.678	-10.059
Retailer Accrual-Defensive ONLY			
DISCOUNTING	27.737	17.678	-10.059
POS			
Other Retail			
Price Dealback			
TOTAL RETAIL (Incl. Dealback)	27.737	17.678	-10.059
Direct Marketing - Franchise			
Direct Marketing - Fringe			
Direct Marketing - Competitive			
Direct Marketing - Other			
TOTAL DIRECT MARKETING			
Continuity			
Field Marketing			
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges			
Marketing Reserve			
Pre Spending			
Other			
TOTAL NON-RETAIL			
TOTAL MARKET RESEARCH			
TOTAL GROSS SPENDING	27.737	17.678	-10.059
ACCRUAL CLOSEOUT	0.376		-0.376
NET SPENDING	28.113	17.678	-10.435
EQUITY SPENDING			
Consumption Volume	2.979	3.006	0.027
MAM	143.405	140.918	-2.487
VM / M (Sold)	57.88	55.89	-1.99

52953 3752

ECLIPSE - BUDGET COMPARISON

Category	Nov 00 LE	2000 Op Plan	Difference
Advertising - Print	1.865	1.500	-0.365
Advertising - Signage			
Advertising - Other			
Advertising - Ad Production	0.292	0.100	-0.192
Agency Fees	1.518	1.700	0.182
TOTAL ADVERTISING	3.675	3.300	-0.375
Package			
BSGSF/Gratis			
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN			
Field Discounting			
Retailer Accrual-Defensive ONLY			
DISCOUNTING			
POS			
Other Retail	1.218		-1.218
Price Dealback			
TOTAL RETAIL (Incl. Dealback)	1.218		-1.218
Direct Marketing - Franchise			
Direct Marketing - Fringe			
Direct Marketing - Competitive	1.429	1.500	0.071
Direct Marketing - Other	0.643	1.900	1.257
TOTAL DIRECT MARKETING	2.071	3.400	1.329
Continuity			
Field Marketing			
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges			
Marketing Reserve			
Pre Spending			
Other	0.497	0.700	0.203
TOTAL NON-RETAIL	2.568	4.100	1.532
TOTAL MARKET RESEARCH	0.384	0.400	0.016
TOTAL GROSS SPENDING	7.846	7.800	-0.046
ACCRAUL CLOSEOUT	-0.008		0.008
NET SPENDING	7.838	7.800	-0.038
EQUITY SPENDING	7.846	7.800	-0.046
Consumption Volume	0.009	0.004	-0.005
MAM	-7.362	-5.429	1.933
VM / M (Sold)	44.09	606.97	562.88

52953 3753

MORE - BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>2000 Op Plan</u>	<u>Difference</u>
Advertising - Print			
Advertising - Signage			
Advertising - Other			
Advertising - Ad Production			
Agency Fees			
TOTAL ADVERTISING			
Package			
BSGSF/Gratis			
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN			
Field Discounting			
Retailer Accrual-Defensive ONLY			
DISCOUNTING			
POS			
Other Retail			
Price Dealback			
TOTAL RETAIL (Incl. Dealback)			
Direct Marketing - Franchise			
Direct Marketing - Fringe			
Direct Marketing - Competitive			
Direct Marketing - Other			
TOTAL DIRECT MARKETING			
Continuity			
Field Marketing			
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges			
Marketing Reserve			
Pre Spending			
Other			
TOTAL NON-RETAIL			
TOTAL MARKET RESEARCH			
TOTAL GROSS SPENDING			
ACCRUAL CLOSEOUT			
NET SPENDING			
EQUITY SPENDING			
Consumption Volume	1.398	1.443	0.045
MAM	79.541	75.252	-4.289
VM / M (Sold)	56.69	55.37	-1.32

52953 3754

12/14/00 2:26:27PM

NOW - BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>2000 Op Plan</u>	<u>Difference</u>
Advertising - Print			
Advertising - Signage			
Advertising - Other			
Advertising - Ad Production			
Agency Fees			
TOTAL ADVERTISING			
Package			
BSGSF/Gratis			
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN			
Field Discounting			
Retailer Accrual-Defensive ONLY			
DISCOUNTING			
POS			
Other Retail			
Price Dealback			
TOTAL RETAIL (Incl. Dealback)			
Direct Marketing - Franchise			
Direct Marketing - Fringe			
Direct Marketing - Competitive			
Direct Marketing - Other			
TOTAL DIRECT MARKETING			
Continuity			
Field Marketing			
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges			
Marketing Reserve			
Pre Spending			
Other			
TOTAL NON-RETAIL			
TOTAL MARKET RESEARCH			
TOTAL GROSS SPENDING			
ACCRUAL CLOSEOUT			
NET SPENDING			
EQUITY SPENDING			
Consumption Volume	1.103	1.179	0.076
MAM	62.420	61.348	-1.072
VM / M (Sold)	57.25	56.75	-0.50

52953 3755

MOONLIGHT BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>2000 Op Plan</u>	<u>Difference</u>
Advertising - Print			
Advertising - Signage			
Advertising - Other			
Advertising - Ad Production			
Agency Fees			
TOTAL ADVERTISING			
Package			
BSGSF/Gratis			
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN			
Field Discounting			
Retailer Accrual-Defensive ONLY			
DISCOUNTING			
POS			
Other Retail			
Price Dealback			
TOTAL RETAIL (Incl. Dealback)			
Direct Marketing - Franchise			
Direct Marketing - Fringe			
Direct Marketing - Competitive			
Direct Marketing - Other			
TOTAL DIRECT MARKETING			
Continuity			
Field Marketing			
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges			
Marketing Reserve			
Pre Spending			
Other			
TOTAL NON-RETAIL			
TOTAL MARKET RESEARCH			
TOTAL GROSS SPENDING			
ACCRUAL CLOSEOUT			
NET SPENDING			
EQUITY SPENDING			
Consumption Volume	0.012	0.018	0.006
MAM	0.504	0.841	0.337
VM / M (Sold)	48.45	57.75	9.30

52953 3756

SAVINGS BU (Dor.,Mon.,BV,For.) - BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>2000 Op Plan</u>	<u>Difference</u>
Advertising - Print	14.343	13.800	-0.543
Advertising - Signage			
Advertising - Other	6.238	5.195	-1.043
Advertising - Ad Production	0.795	0.763	-0.032
Agency Fees	6.358	4.000	-2.358
TOTAL ADVERTISING	27.733	23.758	-3.975
Package			
BSGSF/Gratis	35.374	37.400	2.026
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN	35.374	37.400	2.026
Field Discounting	806.732	635.224	-171.508
Retailer Accrual-Defensive ONLY			
DISCOUNTING	806.732	635.224	-171.508
POS	3.454	3.482	0.028
Other Retail	7.166	1.804	-5.362
Price Dealback			
TOTAL RETAIL (Incl. Dealback)	852.726	677.910	-174.816
Direct Marketing - Franchise	2.322	2.884	0.562
Direct Marketing - Fringe	6.768	4.061	-2.707
Direct Marketing - Competitive	4.123	5.036	0.913
Direct Marketing - Other	24.464	6.806	-17.658
TOTAL DIRECT MARKETING	37.677	18.787	-18.890
Continuity	16.418	15.485	-0.933
Field Marketing			
Forsyth Alliance	91.408	134.450	43.042
Forsyth Payments	3.500	10.000	6.500
SME Operations			
SME Other			
SMS Charges	2.739	1.800	-0.939
Marketing Reserve			
Pre Spending			
Other	0.976	1.000	0.024
TOTAL NON-RETAIL	152.718	181.522	28.804
TOTAL MARKET RESEARCH	2.100	1.000	-1.100
TOTAL GROSS SPENDING	1,035.277	884.190	-151.087
ACCRAUL CLOSEOUT	-51.164		51.164
NET SPENDING	984.113	884.190	-99.923
EQUITY SPENDING	228.545	248.966	20.421
Consumption Volume	34.808	35.396	0.588
MAM	448.536	521.681	73.145
VM / M (Sold)	41.36		-41.36

52953 3757

DORAL - BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>2000 Op Plan</u>	<u>Difference</u>
Advertising - Print	14.343	13.800	-0.543
Advertising - Signage			
Advertising - Other	6.238	5.195	-1.043
Advertising - Ad Production	0.795	0.763	-0.032
Agency Fees	6.358	4.000	-2.358
TOTAL ADVERTISING	27.733	23.758	-3.975
Package			
BSGSF/Gratis	35.374	37.400	2.026
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN	35.374	37.400	2.026
Field Discounting	727.987	573.652	-154.335
Retailer Accrual-Defensive ONLY			
DISCOUNTING	727.987	573.652	-154.335
POS	2.854	2.882	0.028
Other Retail	7.166	1.804	-5.362
Price Dealback			
TOTAL RETAIL (Incl. Dealback)	773.381	615.738	-157.643
Direct Marketing - Franchise	2.322	2.884	0.562
Direct Marketing - Fringe	6.768	4.061	-2.707
Direct Marketing - Competitive	4.123	5.036	0.913
Direct Marketing - Other	24.464	6.806	-17.658
TOTAL DIRECT MARKETING	37.677	18.787	-18.890
Continuity	16.418	15.485	-0.933
Field Marketing			
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges	2.739	1.800	-0.939
Marketing Reserve			
Pre Spending			
Other	0.776	0.800	0.024
TOTAL NON-RETAIL	57.610	36.872	-20.738
TOTAL MARKET RESEARCH	2.100	1.000	-1.100
TOTAL GROSS SPENDING	860.824	677.368	-183.456
ACCRAUL CLOSEOUT	-41.439		41.439
NET SPENDING	819.385	677.368	-142.017
EQUITY SPENDING	132.837	103.716	-29.121
Consumption Volume	25.940	26.872	0.932
MAM	387.692	475.436	87.744
VM / M (Sold)	47.37	44.64	-2.73

52953 3758

MONARCH - BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>2000 Op Plan</u>	<u>Difference</u>
Advertising - Print			
Advertising - Signage			
Advertising - Other			
Advertising - Ad Production			
Agency Fees			
TOTAL ADVERTISING			
Package			
BSGSF/Gratis			
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN			
Field Discounting	53.308	40.438	-12.870
Retailer Accrual-Defensive ONLY			
DISCOUNTING	53.308	40.438	-12.870
POS	0.300	0.300	
Other Retail			
Price Dealback			
TOTAL RETAIL (Incl. Dealback)	53.608	40.738	-12.870
Direct Marketing - Franchise			
Direct Marketing - Fringe			
Direct Marketing - Competitive			
Direct Marketing - Other			
TOTAL DIRECT MARKETING			
Continuity			
Field Marketing			
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges			
Marketing Reserve			
Pre Spending			
Other			
TOTAL NON-RETAIL			
TOTAL MARKET RESEARCH			
TOTAL GROSS SPENDING	53.608	40.738	-12.870
ACCRUAL CLOSEOUT	-5.131		5.131
NET SPENDING	48.477	40.738	-7.739
EQUITY SPENDING	0.300	0.300	
Consumption Volume	2.018	1.621	-0.397
MAM	22.233	27.203	4.970
VM / M (Sold)	33.80	45.05	11.25

52953 3759

BEST VALUE - BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>2000 Op Plan</u>	<u>Difference</u>
Advertising - Print			
Advertising - Signage			
Advertising - Other			
Advertising - Ad Production			
Agency Fees			
TOTAL ADVERTISING			
Package			
BSGSF/Gratis			
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN			
Field Discounting	25.437	21.134	-4.303
Retailer Accrual-Defensive ONLY			
DISCOUNTING	25.437	21.134	-4.303
POS			
Other Retail			
Price Dealback			
TOTAL RETAIL (Incl. Dealback)	25.437	21.134	-4.303
Direct Marketing - Franchise			
Direct Marketing - Fringe			
Direct Marketing - Competitive			
Direct Marketing - Other			
TOTAL DIRECT MARKETING			
Continuity			
Field Marketing			
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges			
Marketing Reserve			
Pre Spending			
Other			
TOTAL NON-RETAIL			
TOTAL MARKET RESEARCH			
TOTAL GROSS SPENDING	25.437	21.134	-4.303
ACCRAUL CLOSEOUT	-2.657		2.657
NET SPENDING	22.780	21.134	-1.646
EQUITY SPENDING			
Consumption Volume	0.910	0.709	-0.201
MAM	8.568	8.645	0.077
VM / M (Sold)	34.42	45.14	10.72

52953 3760

12/14/00 2:34:23PM

FORSYTH - BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>2000 Op Plan</u>	<u>Difference</u>
Advertising - Print			
Advertising - Signage			
Advertising - Other			
Advertising - Ad Production			
Agency Fees			
TOTAL ADVERTISING			
Package			
BSGSF/Gratis			
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN			
Field Discounting			
Retailer Accrual-Defensive ONLY			
DISCOUNTING			
POS	0.300	0.300	
Other Retail			
Price Dealback			
TOTAL RETAIL (Incl. Dealback)	0.300	0.300	
Direct Marketing - Franchise			
Direct Marketing - Fringe			
Direct Marketing - Competitive			
Direct Marketing - Other			
TOTAL DIRECT MARKETING			
Continuity			
Field Marketing			
Forsyth Alliance	91.408	134.450	43.042
Forsyth Payments	3.500	10.000	6.500
SME Operations			
SME Other			
SMS Charges			
Marketing Reserve			
Pre Spending			
Other	0.200	0.200	
TOTAL NON-RETAIL	95.108	144.650	49.542
TOTAL MARKET RESEARCH			
TOTAL GROSS SPENDING	95.408	144.950	49.542
ACCURAL CLOSEOUT	-1.937		1.937
NET SPENDING	93.471	144.950	51.479
EQUITY SPENDING	95.408	144.950	49.542
Consumption Volume	5.723	5.936	0.213
MAM	19.737	2.779	-16.958
VM / M (Sold)	19.20	26.80	7.60

52953
3761

UNALLOC. (Corp DM/Res,DS,Oth) - BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>2000 Op Plan</u>	<u>Difference</u>
Advertising - Print			
Advertising - Signage			
Advertising - Other			
Advertising - Ad Production			
Agency Fees			
TOTAL ADVERTISING			
Package			
BSGSF/Gratis			
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN			
Field Discounting			
Retailer Accrual-Defensive ONLY			
DISCOUNTING			
POS			
Other Retail			
Price Dealback			
TOTAL RETAIL (Incl. Dealback)			
Direct Marketing - Franchise			
Direct Marketing - Fringe			
Direct Marketing - Competitive			
Direct Marketing - Other	10.805	7.805	-3.000
TOTAL DIRECT MARKETING	10.805	7.805	-3.000
Continuity			
Field Marketing			
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges			
Marketing Reserve	1.955	1.150	-0.805
Pre Spending			
Other	1.300	0.600	-0.700
TOTAL NON-RETAIL	14.060	9.555	-4.505
TOTAL MARKET RESEARCH	13.924	15.729	1.805
TOTAL GROSS SPENDING	27.984	25.284	-2.700
ACCRAUL CLOSEOUT	-1.265		1.265
NET SPENDING	26.719	25.284	-1.435
EQUITY SPENDING	27.984	25.284	-2.700
Consumption Volume	0.032	0.031	-0.001
MAM	-19.112	-30.963	-11.852
VM / M (Sold)			

52953 3762

DIRECT TO CONSUMER - BUDGET COMPARISON

Category	Nov 00 LE	2000 Op Plan	Difference
Advertising - Print			
Advertising - Signage			
Advertising - Other			
Advertising - Ad Production			
Agency Fees			
TOTAL ADVERTISING			
Package			
BSGSF/Gratis			
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN			
Field Discounting			
Retailer Accrual-Defensive ONLY			
DISCOUNTING			
POS			
Other Retail			
Price Dealback			
TOTAL RETAIL (Incl. Dealback)			
Direct Marketing - Franchise			
Direct Marketing - Fringe			
Direct Marketing - Competitive			
Direct Marketing - Other			
TOTAL DIRECT MARKETING			
Continuity			
Field Marketing			
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges			
Marketing Reserve			
Pre Spending			
Other	1.893	2.400	0.507
TOTAL NON-RETAIL	1.893	2.400	0.507
TOTAL MARKET RESEARCH			
TOTAL GROSS SPENDING	1.893	2.400	0.507
ACCRUAL CLOSEOUT			
NET SPENDING	1.893	2.400	0.507
EQUITY SPENDING	1.893	2.400	0.507
Consumption Volume			
MAM			
VM / M (Sold)			

52953 3763

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ALTERNATE RETAIL CHANNEL - BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>2000 Op Plan</u>	<u>Difference</u>
Advertising - Print			
Advertising - Signage			
Advertising - Other			
Advertising - Ad Production			
Agency Fees			
TOTAL ADVERTISING			
Package			
BSGSF/Gratis			
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN			
Field Discounting			
Retailer Accrual-Defensive ONLY			
DISCOUNTING			
POS			
Other Retail			
Price Dealback			
TOTAL RETAIL (Incl. Dealback)			
Direct Marketing - Franchise			
Direct Marketing - Fringe			
Direct Marketing - Competitive			
Direct Marketing - Other			
TOTAL DIRECT MARKETING			
Continuity			
Field Marketing			
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges			
Marketing Reserve			
Pre Spending			
Other	1.461	2.600	1.139
TOTAL NON-RETAIL	1.461	2.600	1.139
TOTAL MARKET RESEARCH			
TOTAL GROSS SPENDING	1.461	2.600	1.139
ACCRUAL CLOSEOUT			
NET SPENDING	1.461	2.600	1.139
EQUITY SPENDING	1.461	2.600	1.139
Consumption Volume			
MAM			
VM / M (Sold)			

52953 3764

TRADITIONAL RETAIL CHANNEL - BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>2000 Op Plan</u>	<u>Difference</u>
Advertising - Print			
Advertising - Signage			
Advertising - Other			
Advertising - Ad Production			
Agency Fees			
TOTAL ADVERTISING			
Package			
BSGSF/Gratis			
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN			
Field Discounting			
Retailer Accrual-Defensive ONLY			
DISCOUNTING			
POS			
Other Retail			
Price Dealback			
TOTAL RETAIL (Incl. Dealback)			
Direct Marketing - Franchise			
Direct Marketing - Fringe			
Direct Marketing - Competitive			
Direct Marketing - Other			
TOTAL DIRECT MARKETING			
Continuity			
Field Marketing			
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges			
Marketing Reserve			
Pre Spending			
Other	1.100	2.100	1.000
TOTAL NON-RETAIL	1.100	2.100	1.000
TOTAL MARKET RESEARCH			
TOTAL GROSS SPENDING	1.100	2.100	1.000
ACCRAUL CLOSEOUT			
NET SPENDING	1.100	2.100	1.000
EQUITY SPENDING	1.100	2.100	1.000
Consumption Volume			
MAM			
VM / M (Sold)			

52953 3765

NEW/INTERNATIONAL BRANDS - BUDGET COMPARISON

<u>Category</u>	<u>Nov 00 LE</u>	<u>2000 Op Plan</u>	<u>Difference</u>
Advertising - Print			
Advertising - Signage			
Advertising - Other			
Advertising - Ad Production			
Agency Fees			
TOTAL ADVERTISING			
Package			
BGSF/Gratis			
DPC/Mega			
Workplan Disc - C/O Cpn			
WORKPLAN			
Field Discounting			
Retailer Accrual-Defensive ONLY			
DISCOUNTING			
POS			
Other Retail			
Price Dealback			
TOTAL RETAIL (Incl. Dealback)			
Direct Marketing - Franchise			
Direct Marketing - Fringe			
Direct Marketing - Competitive			
Direct Marketing - Other			
TOTAL DIRECT MARKETING			
Continuity			
Field Marketing			
Forsyth Alliance			
Forsyth Payments			
SME Operations			
SME Other			
SMS Charges			
Marketing Reserve			
Pre Spending			
Other	4.778	5.200	0.422
TOTAL NON-RETAIL	4.778	5.200	0.422
TOTAL MARKET RESEARCH			
TOTAL GROSS SPENDING	4.778	5.200	0.422
ACCRUAL CLOSEOUT			
NET SPENDING	4.778	5.200	0.422
EQUITY SPENDING	4.778	5.200	0.422
Consumption Volume			
MAM			
VM / M (Sold)			

52953 3766

Discounting

52953 3767

2000 DISCOUNTING/COUPON PRICING

BRAND	Total Field Discounting	Y/E Accrual	Total Brand Discounting	Prod/ Handling	EDLP Bonus	Trade DM	Total Cpn Pricing	Accrual Closeout	Total incl Closeout
Winston	286,051	31,774	317,825	1,633	8,391	7,405	335,254	6,664	328,590
Camel	285,019	34,768	319,787	1,633	9,116	7,405	337,941	8,892	329,049
Salem	144,432	15,569	160,001	1,434	5,311	2,064	168,810	2,368	166,442
Vantage	27,737	0	27,737	0	0	0	27,737	(376)	28,113
Total FP	743,239	82,111	825,350	4,700	22,818	16,874	869,742	17,548	852,194
Doral	621,234	70,147	691,381	1,800	30,681	4,126	727,988	28,639	699,349
Monarch	50,678	2,630	53,308	0	0	0	53,308	5,131	48,177
BV	24,306	1,131	25,437	0	0	0	25,437	2,657	22,780
Total Savings	696,218	73,908	770,126	1,800	30,681	4,126	806,733	36,427	770,306
Total FP & Sav	1,439,457	156,019	1,595,476	6,500	53,499	21,000	1,676,475	53,975	1,622,500
Forsyth	95,408	0	95,408	0	0	0	95,408	1,937	93,471
Total	1,534,865	156,019	1,690,884	6,500	53,499	21,000	1,771,883	55,912	1,715,971

Historical Spending

52953 3769

Total Marketing Spending - 1998 Through 2003

<u>Category</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003 Plan</u>	<u>Oct LE</u>
Advertising - Print	92.939	90.839	77.174	34.557	20.204	100.400	80.342
Advertising - OOH / Signage	90.184	23.211	6.557	5.798	2.120	11.900	10.660
Advertising - Other	5.424	6.191	9.834	5.735	10.860	9.339	7.492
Advertising - Ad Production	29.180	20.732	12.405	5.379	8.387	9.702	6.604
Agency Fees	27.176	24.177	29.381	20.263	16.727	15.700	14.532
TOTAL ADVERTISING	244.903	165.150	135.351	71.732	58.298	147.041	119.630
Premiums	6.626	4.490	4.317	2.929	-	-	-
BSGSF/Gratis	54.128	83.493	154.636	147.204	253.142	293.705	217.544
DPC/Mega	4.243			0.630	-	-	-
Workplan Disc - C/O Cpn	18.678	3.559	0.943	-	-	-	-
Incremental Disc				20.926	17.259	29.929	27.552
WORKPLAN	83.675	91.542	159.896	171.689	270.401	323.634	245.096
Field Discounting	941.800	1,232.548	1,678.777	1,998.242	2,304.141	2,703.134	2,544.581
Retailer Accrual-Defensive ONLY	10.341			-	-	-	-
DISCOUNTING	952.141	1232.548	1678.777	1,998.242	2,304.141	2,703.134	2,544.581
POS	13.447	10.859	13.818	13.784	41.893	15.067	22.412
Other Retail	34.009	29.347	33.204	48.854	81.010	89.567	32.558
Price Dealback		0.349		-	-	-	-
TOTAL RETAIL	1083.272	1364.645	1885.6954	2,232.569	2,697.445	3,131.402	2,844.647
Direct Marketing - Franchise	8.345	18.747	29.308	21.928	36.540	12.381	26.259
Direct Marketing - Fringe	3.698	2.588	6.295	7.079	9.245	15.459	10.175
Direct Marketing - Competitive	25.771	39.820	50.646	13.325	35.257	32.398	21.977
Direct Marketing - Other	3.139	46.157	42.894	67.375	32.851	28.775	165.771
TOTAL DIRECT MARKETING	40.953	107.312	129.143	109.707	113.893	89.013	224.182
Continuity	55.303	29.532	33.657	28.470	29.372	17.741	18.449
Field Marketing	46.061	89.355	97.884	99.174	94.083	108.780	39.625
Syntel Alliance	36.908	106.290	89.035	58.118	41.965	41.480	37.880
Syntel Contractual Payments	18.284	4.668	2.103	1.549	1.686	8.747	4.647
SME Operations	32.324	33.523	34.924	52.630	47.740	32.400	32.400
SME Other	34.773	42.339	33.130	8.683	6.253	-	-
SMS Charges	19.382	15.159	22.164	23.889	26.105	24.400	21.000
Marketing Reserve				-	-	2.999	0.306
Pre Spending		3.402		-	-	-	-
Other	12.045	11.871	11.710	8.739	8.622	10.155	5.827
TOTAL NON-RETAIL	296.033	443.450	453.75	390.959	369.719	335.715	384.316
TOTAL MARKET RESEARCH	25.096	21.678	21.625	21.949	22.958	19.842	20.930
TOTAL GROSS SPENDING	1649.304	1994.921	2496.421	2,717.209	3,148.420	3,634.000	3,369.523
Accrual Closeout	6.999	(56.172)	(91.554)	(50.506)	(6.060)	-	14.162
Net Spending (MAM Statements)	1,656.303	1,938.749	2,404.867	2,666.703	3,142.360	3,634.000	3,383.685
EQUITY SPENDING (EX. CO)	697.163	762.373	817.641	718.967	844.279	930.866	824.942
XFER TO RESTRUCTURING							17.650

52953 3770

Total Full Price Spending - 1998 Through 2003

<u>Category</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003 Plan</u>	<u>Oct I.E</u>
Advertising - Print	78.223	78.122	62.934	34.433	8.682	85.800	71.230
Advertising - OOH / Signage	77.629	15.057	6.556	5.798	2.120	11.900	10.660
Advertising - Other	5.424	3.091	3.207	2.451	7.366	6.600	6.032
Advertising - Ad Production	26.364	19.726	11.777	4.319	8.387	9.702	5.982
Agency Fees	23.755	20.913	23.161	15.645	11.896	11.700	10.382
TOTAL ADVERTISING	211.395	136.909	107.635	62.646	38.451	125.702	104.286
Premiums	6.626	4.490	4.317	2.929			
BSGSF/Gratis	29.920	51.315	119.295	134.278	212.456	266.273	205.105
DPC/Mega	2.811			0.630			
Workplan Disc - C/O Cpn	13.897	3.559	0.943				
Incremental Disc				2.295	3.698		
WORKPLAN	53.254	59.364	124.555	140.132	216.154	266.273	205.105
Field Discounting	497.991	583.417	867.113	1,111.008	1,258.607	1,606.621	1,555.112
Retailer Accrual-Defensive ONLY	10.341						
DISCOUNTING	508.332	583.417	867.113	1111.008	1258.607	1606.621	1555.112
POS	10.988	8.347	10.705	11.184	30.503	10.880	17.418
Other Retail	32.577	27.454	26.133	37.791	66.133	77.517	27.944
Price Dealback							
TOTAL RETAIL	605.151	678.581	1,028.506	1,300.115	1,571.397	1,961.291	1,805.579
Direct Marketing - Franchise	7.078	16.378	27.139	18.595	28.012	8.100	19.752
Direct Marketing - Fringe	0.014						
Direct Marketing - Competitive	19.513	36.673	46.948	10.260	22.980	29.700	20.148
Direct Marketing - Other		19.883	13.120	21.830	20.285	23.133	120.446
TOTAL DIRECT MARKETING	26.605	72.935	87.207	50.685	71.277	60.933	160.346
Continuity	37.213	16.523	16.825	10.306	6.223	7.600	8.142
Field Marketing	46.061	89.355	97.884	99.174	94.083	108.780	39.625
N/A							
N/A Contractual Payments							
SME Operations	32.324	33.523	34.924	52.630	47.740	32.400	32.400
SME Other	34.773	42.339	33.130	8.683	6.253		
SMS Charges	19.382	13.059	19.437	20.588	19.580	21.160	18.160
Marketing Reserve						2.999	0.306
Pre Spending		3.402					
Other	1.936	11.224	11.579	7.459	5.101	4.368	0.400
TOTAL NON-RETAIL	198.294	282.358	300.989	249.525	250.257	238.240	259.379
TOTAL MARKET RESEARCH	23.686	20.111	19.566	19.527	21.405	19.092	20.061
TOTAL GROSS SPENDING	1,038.526	1,117.957	1,456.695	1,631.813	1,881.510	2,344.325	2,189.305
Accrual Closeout	4.136	(24.994)	(38.023)	(28.812)	(6.411)		7.669
Net Spending (MAM Statements)	1,042.662	1,092.964	1,418.673	1,603.001	1,875.099	2,344.325	2,196.974
EQUITY SPENDING (EX. CO)	530.194	534.540	589.582	520.805	622.903	737.704	634.193
XFER TO RESTRUCTURING							17.111

52953 3771

Total Savings Spending - 1998 Through 2003

<u>Category</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003 Plan</u>	<u>Oct LE</u>
Advertising - Print	14.716	12.717	14.239	0.124	11.522	14.600	9.112
Advertising - OOH / Signage	12.555	8.154					
Advertising - Other		3.100	6.626	3.284	3.494	2.739	1.460
Advertising - Ad Production	2.816	1.007	0.627	1.060			0.622
Agency Fees	3.421	3.264	6.219	4.618	4.831	4.000	4.150
TOTAL ADVERTISING	33.508	28.242	27.711	9.086	19.847	21.339	15.344
Premiums							
BSGSF/Gratis	24.208	32.178	35.341	12.926	40.686	27.432	12.439
DPC/Mega	1.432						
Workplan Disc - C/O Cpn	4.781						
Incremental Disc				18.631	13.561	29.929	27.552
WORKPLAN	30.421	32.178	35.341	31.557	54.247	57.361	39.991
Field Discounting	443.809	649.131	811.664	887.234	1,045.534	1,096.513	989.469
Retailer Accrual-Defensive ONLY							
DISCOUNTING	443.809	649.131	811.664	887.234	1,045.534	1,096.513	989.469
POS	2.459	2.512	3.113	2.600	11.390	4.187	4.994
Other Retail	1.432	1.893	7.071	11.063	14.877	12.050	4.614
Price Dealback		0.349					
TOTAL RETAIL	478.121	686.064	857.189	932.454	1,126.048	1,170.111	1,039.068
Direct Marketing - Franchise	1.267	2.369	2.169	3.333	8.528	4.281	6.507
Direct Marketing - Fringe	3.684	2.588	6.295	7.079	9.245	15.459	10.175
Direct Marketing - Competitive	6.258	3.146	3.698	3.065	12.277	2.698	1.829
Direct Marketing - Other	3.139	26.274	29.774	45.545	12.566	5.642	45.325
TOTAL DIRECT MARKETING	14.348	34.378	41.936	59.022	42.616	28.080	63.836
Continuity	18.090	13.009	16.832	18.164	23.149	10.141	10.307
Field Marketing							
Forsyth Alliance	36.908	106.290	89.035	58.118	41.965	41.480	37.880
Forsyth Contractual Payments	18.284	4.668	2.103	1.549	1.686	8.747	4.647
ME Operations							
SME Other							
SMS Charges		2.100	2.727	3.301	6.525	3.240	2.840
Marketing Reserve							
Pre Spending							
Other	10.109	0.647	0.131	1.280	3.521	5.787	5.427
TOTAL NON-RETAIL	97.739	161.092	152.764	141.434	119.462	97.475	124.937
TOTAL MARKET RESEARCH	1.410	1.567	2.059	2.422	1.553	0.750	0.869
TOTAL GROSS SPENDING	610.778	876.964	1039.723	1085.396	1266.910	1289.675	1180.218
Accrual Closeout	2.863	(31.178)	(53.531)	(21.694)	0.351		6.493
Net Spending (MAM Statements)	613.641	845.786	986.192	1,063.702	1,267.261	1,289.675	1,186.711
EQUITY SPENDING (EX. CO)	166.969	227.833	228.059	198.162	221.376	193.162	190.749
XFER TO RESTRUCTURING							0.539

52953 3772

Winston Spending - 1998 Through 2003

<u>Category</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003 Plan</u>	<u>Oct I.E.</u>
Advertising - Print	40.733	35.959	24.803	17.440	8.682	27.500	14.380
Advertising - OOH / Signage	46.959	7.797					-
Advertising - Other	4.677	2.565	2.804	2.144	3.608	0.300	0.950
Advertising - Ad Production	8.267	10.880	6.490	2.610	7.535	3.200	2.580
Agency Fees	7.449	7.177	8.725	5.224	3.657	2.000	1.990
TOTAL ADVERTISING	108.085	64.378	42.822	27.418	23.482	33.000	19.900
Premiums	0.134	1.477					-
BSGSF/Gratis	6.867	22.716	53.667	61.026	78.726	77.273	42.724
DPC/Mega	1.117			0.630			-
Workplan Disc - C/O Cpn	8.474	0.879			1.702	2.184	-
Incremental Disc						0.000	-
WORKPLAN	16.592	25.072	53.667	63.358	80.910	77.273	42.724
Field Discounting	209.902	244.737	344.707	458.865	504.543	657.718	597.097
Retailer Accrual-Defensive ONLY	4.376	0.000	0.000				-
DISCOUNTING	214.278	244.737	344.707	458.865	504.543	657.718	597.097
POS	4.143	3.238	8.605	9.229	17.695	2.140	4.142
Other Retail	13.190	12.997	6.184	14.124	22.752	25.737	8.196
Price Dealback							-
TOTAL RETAIL	248.203	286.044	413.163	545.576	625.900	762.868	652.159
Direct Marketing - Franchise		9.904	24.766	2.646	7.136		9.428
Direct Marketing - Fringe							-
Direct Marketing - Competitive	4.409	9.192	16.533	5.274	12.006	8.900	5.157
Direct Marketing - Other		8.473	1.664	2.415	1.618	2.000	39.610
TOTAL DIRECT MARKETING	4.409	27.569	42.963	10.335	20.760	10.900	54.195
Continuity							0.142
Field Marketing	2.900	13.530	13.206	17.894	20.523		-
Myth Alliance							-
Myth Contractual Payments							-
SME Operations	32.324	33.523	34.924	52.630	47.740	32.400	32.400
SME Other	31.406	38.103	33.130	8.683	6.253		-
SMS Charges	8.577	6.651	9.449	10.041	9.550	9.550	8.150
Marketing Reserve							-
Pre Spending							-
Other	0.077	0.375	0.452				-
TOTAL NON-RETAIL	79.693	119.751	134.124	99.583	104.826	52.850	94.887
TOTAL MARKET RESEARCH	0.767	1.702	2.071	2.116	2.535	1.700	1.479
TOTAL GROSS SPENDING	436.748	471.873	592.180	674.693	756.743	850.418	768.425
Accrual Closeout	2.998	(4.160)	(13.285)	(10.143)	(0.395)		3.403
Net Spending (MAM Statements)	439.746	467.713	578.895	664.550	756.348	850.418	771.828
EQUITY SPENDING (EX. CO)	222.470	227.136	247.473	215.828	252.200	192.700	171.328
XFER TO RESTRUCTURING							2.399

52953 3773

Camel Spending - 1998 Through 2003

<u>Category</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003 Plan</u>	<u>Oct LE</u>
Advertising - Print	33.316	31.719	27.747	15.923		27.100	24.800
Advertising - OOH / Signage	25.428	2.427	4.568	4.780	2.120	7.300	6.400
Advertising - Other	0.531	0.225	0.184	0.138	0.104	5.100	2.900
Advertising - Ad Production	12.565	2.681	1.949	1.239	0.852	3.500	1.800
Agency Fees	9.511	6.775	6.954	7.135	6.832	7.400	6.200
TOTAL ADVERTISING	81.351	43.827	41.402	29.215	9.908	50.400	42.100
Premiums	6.492	2.764	4.317	2.929		-	
BSGSF/Gratis	22.113	23.392	46.394	62.422	122.791	143.800	117.533
DPC/Mega	1.148					-	
Workplan Disc - C/O Cpn	5.423	2.680	0.943			-	
Incremental Disc						-	
WORKPLAN	35.176	28.836	51.654	65.351	122.791	143.800	117.533
Field Discounting	169.015	215.179	330.985	462.485	545.393	674.072	627.032
Retailer Accrual-Defensive ONLY	4.093					-	
DISCOUNTING	173.108	215.179	330.985	462.485	545.393	674.072	627.032
POS	5.323	4.179	1.333	0.655	10.631	1.300	7.749
Other Retail	16.388	11.982	12.343	18.083	37.018	32.100	12.167
Price Dealback						-	
TOTAL RETAIL	229.995	260.175	396.315	546.574	715.833	851.272	764.481
Direct Marketing - Franchise		3.170	0.537	15.733	16.799	5.900	6.911
Direct Marketing - Fringe						-	
Direct Marketing - Competitive	7.617	25.087	27.031	4.153	9.544	11.600	9.396
Direct Marketing - Other				10.526	9.275	7.400	46.848
TOTAL DIRECT MARKETING	7.617	28.257	27.569	30.412	35.618	24.900	63.155
Continuity	37.213	16.523	16.825	10.306	6.223	7.600	8.000
Field Marketing	39.286	64.954	70.619	81.280	73.193	90.400	21.892
Myth Alliance						-	
Myth Contractual Payments						-	
SME Operations						-	
SME Other	3.367	4.236				-	
SMS Charges	10.805	6.408	9.988	10.547	10.030	10.500	9.000
Marketing Reserve						-	
Pre Spending						-	
Other	0.293	0.635	0.570	0.722	0.283		
TOTAL NON-RETAIL	98.581	121.013	125.571	133.267	125.347	133.400	102.047
TOTAL MARKET RESEARCH	1.020	1.716	1.803	1.674	3.525	2.000	1.937
TOTAL GROSS SPENDING	410.947	426.731	565.091	710.730	854.613	1,037.072	910.565
Accrual Closeout	0.563	(21.267)	(18.554)	(12.470)	(6.009)		2.016
Net Spending (MAM Statements)	411.510	405.464	546.537	698.260	848.604	1,037.072	912.581
EQUITY SPENDING (EX. CO)	237.839	211.552	234.106	248.245	309.220	363.000	283.533
XFER TO RESTRUCTURING						14.695	

52953 3774

Salem Spending - 1998 Through 2003

<u>Category</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003 Plan</u>	<u>Oct LE</u>
Advertising - Print	3.456	10.444	8.530			22.000	22.850
Advertising - OOH / Signage	5.242	4.833	1.988	1.018	0.000	4.600	4.260
Advertising - Other	0.213	0.278	0.215	0.169	2.985	1.200	2.182
Advertising - Ad Production	5.246	6.013	3.046	0.470	0.000	3.002	1.602
Agency Fees	4.852	5.602	5.662	2.384	1.407	2.000	1.892
TOTAL ADVERTISING	19.009	27.169	19.441	4.041	4.392	32.802	32.786
Premiums		0.249					-
BSGSF/Gratis	0.940	5.207	19.234	10.830	10.939	45.200	44.848
DPC/Mega	0.546						-
Workplan Disc - C/O Cpn							-
Incremental Disc				0.593	1.514	0.000	-
WORKPLAN	1.486	5.456	19.234	11.423	12.453	45.200	44.848
Field Discounting	100.397	104.671	161.539	168.316	180.772	253.172	301.574
Retailer Accrual-Defensive ONLY	1.651						-
DISCOUNTING	102.048	104.671	161.539	168.316	180.772	253.172	301.574
POS	1.090	0.894	0.767	1.300	2.177	7.440	5.527
Other Retail	2.647	2.463	6.748	5.153	5.293	19.180	7.281
Price Dealback							-
TOTAL RETAIL	107.271	113.484	188.288	186.192	200.695	324.992	359.230
Direct Marketing - Franchise	3.056	3.304	1.836	0.216	4.077	2.200	3.413
Direct Marketing - Fringe							-
Direct Marketing - Competitive	0.550	2.394	2.082	0.833	1.430	9.200	5.595
Direct Marketing - Other		0.342			0.401	0.700	16.419
TOTAL DIRECT MARKETING	3.606	6.041	3.918	1.049	5.908	12.100	25.427
Continuity							-
Field Marketing	3.660	10.871	14.059		0.367	18.380	17.733
Partnership Alliance							-
Partnership Contractual Payments							-
SME Operations							-
SME Other							-
SMS Charges					0.000	1.110	1.010
Marketing Reserve							-
Pre Spending		3.402					-
Other	0.694	0.401	0.556	0.913	1.304	2.788	-
TOTAL NON-RETAIL	7.960	20.714	18.534	1.962	7.579	34.378	44.170
TOTAL MARKET RESEARCH	1.667	1.235	1.416	1.709	1.281	1.000	1.625
TOTAL GROSS SPENDING	135.907	162.601	227.679	193.904	213.947	393.172	437.811
Accrual Closeout	1.224	1.037	(5.014)	(4.696)	(0.013)		2.056
Net Spending (MAM Statements)	137.131	163.638	222.666	189.208	213.934	393.172	439.867
EQUITY SPENDING (EX. CO)	33.859	57.930	66.140	25.588	33.175	140.000	136.237
XFER TO RESTRUCTURING							0.017

52953 3775

All Other Full Price Spending - 1998 Through 2003

<u>Category</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003 Plan</u>	<u>Oct LE</u>
Advertising - Print	0.718		1.854	1.070		9.200	9.200
Advertising - OOH / Signage					0.000		-
Advertising - Other	0.003	0.023	0.004		0.669		-
Advertising - Ad Production	0.286	0.152	0.292				-
Agency Fees	1.943	1.360	1.820	0.902	0.000	0.300	0.300
TOTAL ADVERTISING	2.950	1.536	3.970	1.972	0.669	9.500	9.500
Premiums							-
BSGSF/Gratis							-
DPC/Mega							-
Workplan Disc - C/O Cpn							-
Incremental Disc							-
WORKPLAN	0.000	0.000	0.000	0.000	0.000	0.000	-
Field Discounting	18.677	18.830	29.882	21.342	27.899	21.659	29.409
Retailer Accrual-Defensive ONLY	0.221						-
DISCOUNTING	18.898	18.830	29.882	21.342	27.899	21.659	29.409
POS	0.432	0.036					-
Other Retail	0.352	0.012	0.858	0.431	1.070	0.500	0.300
Price Dealback							-
TOTAL RETAIL	19.682	18.878	30.740	21.773	28.969	22.159	29.709
Direct Marketing - Franchise	4.022						-
Direct Marketing - Fringe	0.014						-
Direct Marketing - Competitive	6.937		1.302				-
Direct Marketing - Other		11.068	11.456	8.889	8.991	13.033	17.569
TOTAL DIRECT MARKETING	10.973	11.068	12.758	8.889	8.991	13.033	17.569
Continuity							-
Field Marketing	0.215						-
YTH Alliance							-
YTH Contractual Payments							-
SME Operations							-
SME Other							-
SMS Charges							-
Marketing Reserve					0.000	2.999	0.306
Pre Spending							-
Other	0.872	9.813	10.001	5.824	3.514	1.580	0.400
TOTAL NON-RETAIL	12.060	20.881	22.759	14.713	12.505	17.612	18.275
TOTAL MARKET RESEARCH	20.232	15.458	14.276	14.028	14.064	14.392	15.020
TOTAL GROSS SPENDING	54.924	56.753	71.745	52.486	56.207	63.663	72.504
Accrual Closeout	(0.649)	(0.604)	(1.170)	(1.503)	0.006		0.194
Net Spending (MAM Statements)	54.275	56.149	70.575	50.983	56.213	63.663	72.698
EQUITY SPENDING (EX. CO)	36.026	37.923	41.863	31.144	28.308	42.004	43.095
XFER TO RESTRUCTURING							-

52953 3776

Doral Spending - 1998 Through 2003

<u>Category</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003 Plan</u>	<u>Oct LE</u>
Advertising - Print	14.716	12.717	14.239	0.124	11.522	14.600	9.112
Advertising - OOH / Signage	12.555	8.154					-
Advertising - Other		3.100	6.626	3.284	3.494	2.739	1.460
Advertising - Ad Production	2.816	1.007	0.627	1.060			0.622
Agency Fees	3.421	3.264	6.219	4.618	4.831	4.000	4.150
TOTAL ADVERTISING	33.508	28.242	27.711	9.086	19.847	21.339	15.344
Premiums							-
BSGSF/Gratis	24.208	32.178	35.341	12.926	40.686	27.432	12.439
DPC/Mega	1.432						-
Workplan Disc - C/O Cpn	4.781						-
Incremental Disc				18.631	13.561	29.929	27.552
WORKPLAN	30.421	32.178	35.341	31.557	54.247	57.361	39.991
Field Discounting	411.920	585.700	738.499	842.633	1002.371	1047.475	952.019
Retailer Accrual-Defensive ONLY							-
DISCOUNTING	411.920	585.700	738.499	842.633	1,002.371	1,047.475	952.019
POS	2.043	2.404	2.518	2.040	11.176	3.750	4.357
Other Retail	1.432	1.893	7.071	11.063	14.877	12.050	4.614
Price Dealback							-
TOTAL RETAIL	445.816	622.175	783.429	887.293	1,082.671	1,120.636	1,000.981
Direct Marketing - Franchise	1.267	2.369	2.169	3.333	8.528	4.281	6.507
Direct Marketing - Fringe	3.684	2.588	6.295	7.079	9.245	15.459	10.175
Direct Marketing - Competitive	6.258	3.146	3.698	3.065	12.277	2.698	1.829
Direct Marketing - Other	3.139	26.274	29.774	45.545	12.566	5.642	45.325
TOTAL DIRECT MARKETING	14.348	34.378	41.936	59.022	42.616	28.080	63.836
Continuity	18.090	13.009	16.832	18.164	23.149	10.141	10.307
Field Marketing							-
Partnership Alliance							-
Partnership Contractual Payments							-
SME Operations							-
SME Other							-
SMS Charges		2.100	2.727	3.301	3.140	3.240	2.840
Marketing Reserve							-
Pre Spending							-
Other	2.703	0.507	0.000	0.893	1.180	2.547	2.687
TOTAL NON-RETAIL	35.141	49.994	61.495	81.380	70.085	44.008	79.670
TOTAL MARKET RESEARCH	1.410	1.567	2.059	2.422	1.553	0.750	0.869
TOTAL GROSS SPENDING	515.875	701.977	874.695	980.181	1,174.156	1,186.733	1,096.864
Accrual Closeout	2.537	(27.184)	(43.526)	(19.047)	0.194		6.147
Net Spending (MAM Statements)	518.412	674.793	831.169	961.134	1,174.350	1,186.733	1,103.011
EQUITY SPENDING (EX. CO)	103.955	116.277	136.196	137.548	171.785	139.258	144.845
XFER TO RESTRUCTURING							0.539

52953 3777

All Other Savings Spending - 1998 Through 2003

<u>Category</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003 Plan</u>	<u>Oct LE</u>
Advertising - Print							-
Advertising - OOH / Signage							-
Advertising - Other							-
Advertising - Ad Production							-
Agency Fees							-
TOTAL ADVERTISING	0.000	0.000	0.000	0.000	0.000	0.000	-
Premiums							-
BSGSF/Gratis							-
DPC/Mega							-
Workplan Disc - C/O Cpn							-
Incremental Disc							-
WORKPLAN	0.000	0.000	0.000	0.000	0.000	0.000	-
Field Discounting	31.889	63.431	73.165	44.601	43.163	49.038	37.450
Retailer Accrual-Defensive ONLY							-
DISCOUNTING	31.889	63.431	73.165	44.601	43.163	49.038	37.450
POS	0.416	0.108	0.595	0.560	0.214	0.437	0.637
Other Retail							-
Price Dealback		0.349					-
TOTAL RETAIL	32.305	63.888	73.760	45.161	43.377	49.475	38.087
Direct Marketing - Franchise							-
Direct Marketing - Fringe							-
Direct Marketing - Competitive							-
Direct Marketing - Other							-
TOTAL DIRECT MARKETING	0.000	0.000	0.000	0.000	0.000	0.000	-
Continuity							-
Field Marketing							-
Syth Alliance	36.908	106.290	89.035	58.118	41.965	41.480	37.880
Forsyth Contractual Payments	18.284	4.668	2.103	1.549	1.686	8.747	4.647
SME Operations							-
SME Other							-
SMS Charges					3.385		-
Marketing Reserve							-
Pre Spending							-
Other	7.406	0.140	0.131	0.387	2.341	3.240	2.740
TOTAL NON-RETAIL	62.598	111.099	91.269	60.054	49.377	53.467	45.267
TOTAL MARKET RESEARCH							-
TOTAL GROSS SPENDING	94.903	174.987	165.029	105.215	92.754	102.942	83.354
Accrual Closeout	0.326	(3.994)	(10.005)	(2.647)	0.157		0.346
Net Spending (MAM Statements)	95.229	170.993	155.024	102.568	92.911	102.942	83.700
EQUITY SPENDING (EX. CO)	63.014	111.556	91.864	60.614	49.591	53.904	45.904
XFER TO RESTRUCTURING							-

Total Marketing Spending - 1996 Through 2000

<u>Category</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>Nov LE 2000</u>
Advertising - Print	44.414	77.622	92.939	90.839	81.937
Advertising - OOH / Signage	40.472	74.762	90.184	23.211	1.987
Advertising - Other	4.605	5.065	5.424	6.191	9.615
Advertising - Ad Production	25.944	27.928	29.180	20.732	12.801
Agency Fees	31.278	27.058	27.176	24.177	29.304
TOTAL ADVERTISING	146.713	212.435	244.903	165.151	135.644
Package	34.932	35.399	6.626	4.490	4.334
BSGSF/Gratis	45.323	50.591	54.128	83.492	155.150
DPC/Mega	6.066	5.435	4.243		
Workplan Disc - C/O Cpn	20.458	17.340	18.678	3.559	0.920
WORKPLAN	106.779	108.765	83.675	91.541	160.404
Field Discounting	452.508	633.322	941.800	1,232.548	1,676.474
Retailer Accrual-Defensive ONLY	70.270	18.095	10.341		
DISCOUNTING	522.778	651.417	952.141	1,232.548	1,676.474
POS	12.663	16.083	13.447	10.859	8.558
Other Retail	20.958	28.387	34.009	29.347	37.229
Price Dealback				0.349	
TOTAL RETAIL	663.178	804.652	1,083.272	1,364.644	1,882.666
Direct Marketing - Franchise	36.078	24.837	8.345	18.747	30.181
Direct Marketing - Fringe	17.178	8.372	3.698	2.588	6.768
Direct Marketing - Competitive	25.460	29.313	25.771	39.820	48.590
Direct Marketing - Other	9.786	8.906	3.139	46.157	37.240
TOTAL DIRECT MARKETING	88.502	71.428	40.953	107.312	122.779
Continuity	64.570	66.440	55.303	29.532	31.791
Field Marketing	11.379	31.312	46.061	89.355	98.642
Forsyth Alliance	32.217	40.644	36.908	106.290	91.408
Forsyth Contractual Payments	3.400	12.312	18.284	4.668	3.500
SME Operations	38.548	44.868	32.324	33.523	34.024
SME Other	7.333	13.494	34.773	42.339	32.740
SMS Charges	15.379	13.790	19.382	6.408	12.739
Marketing Reserve				3.219	1.955
Pre Spending				3.402	
Other	24.327	7.704	12.045	17.402	23.215
TOTAL NON-RETAIL	285.655	301.992	296.033	443.449	452.794
TOTAL MARKET RESEARCH	31.789	25.505	25.096	21.678	21.564
TOTAL GROSS SPENDING	1,127.335	1,344.584	1,649.304	1,994.922	2,492.666
Accrual Closeout**	(44.139)	(24.679)	6.999	(56.174)	(87.028)
Net Spending (MAM Statements)	1,083.196	1,319.905	1,656.303	1,938.748	2,405.637
EQUITY SPENDING	604.557	693.167	697.163	762.025	816.193

** 1996-2000 Amounts represent total Accrual CO.

52953 3779

Total Full Price Spending - 1996 Through 2000

Category	1996	1997	1998	1999	Nov LE 2000
Advertising - Print	28.943	63.963	78.223	78.122	67.594
Advertising - OOH / Signage	30.582	65.641	77.629	15.057	1.987
Advertising - Other	4.605	5.065	5.424	3.091	3.377
Advertising - Ad Production	21.683	22.629	26.364	19.726	12.006
Agency Fees	27.778	23.330	23.755	20.913	22.946
TOTAL ADVERTISING	113.591	180.628	211.395	136.909	107.910
Package	29.498	27.987	6.626	4.490	4.334
BSGSF/Gratis	33.629	34.900	29.920	51.314	119.776
DPC/Mega	3.310	3.696	2.811		
Workplan Disc - C/O Cpn	18.087	15.163	13.897	3.559	0.920
WORKPLAN	84.524	81.746	53.254	59.363	125.030
Field Discounting	206.869	299.325	497.991	583.417	869.742
Retailer Accrual-Defensive ONLY	70.270	18.095	10.341		
DISCOUNTING	277.139	317.420	508.332	583.417	869.742
POS	6.008	13.420	10.988	8.347	5.104
Other Retail	7.858	22.895	32.577	27.454	30.063
Price Dealback					
TOTAL RETAIL	375.529	435.481	605.151	678.580	1,029.940
Direct Marketing - Franchise	34.078	22.291	7.078	16.378	27.859
Direct Marketing - Fringe		0.240	0.014		
Direct Marketing - Competitive	16.333	21.687	19.513	36.673	44.467
Direct Marketing - Other				19.883	12.776
TOTAL DIRECT MARKETING	50.411	44.218	26.605	72.935	85.102
Continuity	49.505	52.730	37.213	16.523	15.373
Field Marketing	11.379	31.312	46.061	89.355	98.642
Forsyth Alliance					
Forsyth Contractual Payments					
SME Operations	38.548	44.868	32.324	33.523	34.024
SME Other	7.333	13.494	34.773	42.339	32.740
SMS Charges	13.977	13.790	19.382	6.408	10.000
Marketing Reserve				3.219	1.955
Pre Spending				3.402	
Other*	22.418	5.389	1.936	14.655	22.239
TOTAL NON-RETAIL	193.571	205.801	198.294	282.358	300.076
TOTAL MARKET RESEARCH	30.544	24.180	23.686	20.111	19.464
TOTAL GROSS SPENDING	713.235	846.090	1,038.526	1117.958	1,457.389
Accrual Closeout**	(25.371)	(14.493)	4.136	(24.996)	(35.864)
Net Spending (MAM Statements)	687.864	831.597	1,042.662	1092.962	1,421.525
EQUITY SPENDING	436.096	528.670	530.194	534.541	587.647

** 1996-2000 Amounts represent total Accrual CO.

52953 3780

Total Savings Spending - 1996 Through 2000

<u>Category</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>Nov LE 2000</u>
Advertising - Print	15.471	13.659	14.716	12.717	14.343
Advertising - OOH / Signage	9.890	9.121	12.555	8.154	
Advertising - Other				3.100	6.238
Advertising - Ad Production	4.261	5.299	2.816	1.007	0.795
Agency Fees	3.500	3.728	3.421	3.264	6.358
TOTAL ADVERTISING	33.122	31.807	33.508	28.242	27.733
Package	5.434	7.412			
BSGSF/Gratis	11.694	15.691	24.208	32.178	35.374
DPC/Mega	2.756	1.739	1.432		
Workplan Disc - C/O Cpn	2.371	2.177	4.781		
WORKPLAN	22.255	27.019	30.421	32.178	35.374
Field Discounting	245.639	333.997	443.809	649.131	806.732
Retailer Accrual-Defensive ONLY					
DISCOUNTING	245.639	333.997	443.809	649.131	806.732
POS	6.655	2.663	2.459	2.512	3.454
Other Retail	13.100	5.492	1.432	1.893	7.166
Price Dealback				0.349	
TOTAL RETAIL	287.649	369.171	478.121	686.064	852.726
Direct Marketing - Franchise	2.000	2.546	1.267	2.369	2.322
Direct Marketing - Fringe	17.178	8.132	3.684	2.588	6.768
Direct Marketing - Competitive	9.127	7.626	6.258	3.146	4.123
Direct Marketing - Other	9.786	8.906	3.139	26.274	24.464
TOTAL DIRECT MARKETING	38.091	27.210	14.348	34.378	37.677
Continuity	15.065	13.710	18.090	13.009	16.418
Field Marketing					
Forsyth Alliance	32.217	40.644	36.908	106.290	91.408
Forsyth Contractual Payments	3.400	12.312	18.284	4.668	3.500
SME Operations					
SME Other					
SMS Charges	1.402				2.739
Marketing Reserve					
Pre Spending					
Other	1.909	2.315	10.109	2.747	0.976
TOTAL NON-RETAIL	92.084	96.191	97.739	161.092	152.718
TOTAL MARKET RESEARCH	1.245	1.325	1.410	1.567	2.100
TOTAL GROSS SPENDING	414.100	498.494	610.778	876.964	1,035.277
Accrual Closeout**	(18.768)	(10.186)	2.863	(31.178)	(51.164)
Net Spending (MAM Statements)	395.332	488.308	613.641	845.786	984.113
EQUITY SPENDING	168.461	164.497	166.969	227.484	228.545

** 1996-2000 Amounts represent total Accrual CO.

52953 3781

Winston Spending - 1996 Through 2000

<u>Category</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>Nov LE 2000</u>
Advertising - Print	3.070	30.637	40.733	35.959	24.848
Advertising - OOH / Signage	1.491	25.532	46.959	7.797	
Advertising - Other		0.073	4.677	2.565	2.967
Advertising - Ad Production	4.556	7.999	8.267	10.880	6.619
Agency Fees	6.513	7.229	7.449	7.177	8.784
TOTAL ADVERTISING	15.630	71.470	108.085	64.378	43.218
Package	6.014	16.971	0.134	1.477	
BSGSF/Gratis	5.305	5.881	6.867	22.716	54.742
DPC/Mega	1.341	1.288	1.117		
Workplan Disc - C/O Cpn	6.982	5.357	8.474	0.879	
WORKPLAN	19.642	29.497	16.592	25.072	54.742
Field Discounting	82.075	125.073	209.902	244.737	335.254
Retailer Accrual-Defensive ONLY	34.432	7.317	4.376	0.000	0.000
DISCOUNTING	116.507	132.390	214.278	244.737	335.254
POS	1.543	3.710	4.143	3.238	2.989
Other Retail	1.998	8.493	13.190	12.997	10.424
Price Dealback					
TOTAL RETAIL	139.690	174.090	248.203	286.044	403.409
Direct Marketing - Franchise	13.994	1.510		9.904	24.824
Direct Marketing - Fringe		0.240			
Direct Marketing - Competitive	1.965	6.572	4.409	9.192	14.460
Direct Marketing - Other				8.473	1.328
TOTAL DIRECT MARKETING	15.959	8.322	4.409	27.569	40.612
Continuity					
Field Marketing		4.395	2.900	13.530	14.300
Forsyth Alliance					
Forsyth Contractual Payments					
SME Operations	28.049	37.632	32.324	33.523	34.024
SME Other		9.964	31.406	38.103	32.740
SMS Charges	5.977	6.129	8.577		
Marketing Reserve					
Pre Spending					
Other*	4.577	0.688	0.077	7.027	10.015
TOTAL NON-RETAIL	54.562	67.130	79.693	119.751	131.691
TOTAL MARKET RESEARCH	3.250	1.341	0.767	1.702	2.031
TOTAL GROSS SPENDING	213.132	314.031	436.748	471.873	580.349
Accrual Closeout**	(4.734)	(4.093)	2.998	(4.160)	(12.955)
Net Spending (MAM Statements)	208.398	309.938	439.746	467.714	567.394
EQUITY SPENDING	96.625	181.641	222.470	227.137	245.095

** 1996-2000 Amounts represent total Accrual CO.

52953 3782

Camel Spending - 1996 Through 2000

Category	1996	1997	1998	1999	Nov LE 2000
Advertising - Print	22.632	32.221	33.316	31.719	32.412
Advertising - OOH / Signage	28.966	39.736	25.428	2.427	
Advertising - Other	4.605	4.744	0.531	0.225	0.210
Advertising - Ad Production	13.958	12.128	12.565	2.681	1.845
Agency Fees	9.157	9.833	9.511	6.775	6.953
TOTAL ADVERTISING	79.318	98.662	81.351	43.827	41.420
Package	23.456	11.016	6.492	2.764	4.334
BSGSF/Gratis	23.721	28.743	22.113	23.392	46.531
DPC/Mega	1.114	1.804	1.148		
Workplan Disc - C/O Cpn	2.698	2.600	5.423	2.680	0.920
WORKPLAN	50.989	44.163	35.176	28.836	51.785
Field Discounting	68.168	98.811	169.015	215.179	337.941
Retailer Accrual-Defensive ONLY	28.108	7.300	4.093		
DISCOUNTING	96.276	106.111	173.108	215.179	337.941
POS	3.992	8.216	5.323	4.179	1.333
Other Retail	5.255	11.788	16.388	11.982	11.819
Price Dealback					
TOTAL RETAIL	156.512	170.278	229.995	260.175	402.879
Direct Marketing - Franchise	1.715	1.589		3.170	0.445
Direct Marketing - Fringe					
Direct Marketing - Competitive	8.722	6.372	7.617	25.087	26.809
Direct Marketing - Other					
TOTAL DIRECT MARKETING	10.437	7.961	7.617	28.257	27.254
Continuity	49.505	52.721	37.213	16.523	15.373
Field Marketing	11.379	24.872	39.286	64.954	70.655
Forsyth Alliance					
Forsyth Contractual Payments					
SME Operations	10.499	7.236			
SME Other	7.333	3.530	3.367	4.236	
SMS Charges	8.000	7.661	10.805	6.408	10.000
Marketing Reserve					
Pre Spending					
Other*	3.020	0.469	0.293	0.635	0.610
TOTAL NON-RETAIL	100.173	104.450	98.581	121.013	123.892
TOTAL MARKET RESEARCH	3.281	1.658	1.020	1.716	1.800
TOTAL GROSS SPENDING	339.284	375.048	410.947	426.731	569.991
Accrual Closeout**	(11.414)	(5.403)	0.563	(21.267)	(17.250)
Net Spending (MAM Statements)	327.870	369.645	411.510	405.464	552.741
EQUITY SPENDING	243.008	268.937	237.839	211.552	232.050

** 1996-2000 Amounts represent total Accrual CO.

Salem Spending - 1996 Through 2000

<u>Category</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>Nov LE 2000</u>
Advertising - Print		0.735	3.456	10.444	8.469
Advertising - OOH / Signage	0.062	0.347	5.242	4.833	1.987
Advertising - Other		0.231	0.213	0.278	0.200
Advertising - Ad Production	1.958	1.850	5.246	6.013	3.250
Agency Fees	7.007	4.130	4.852	5.602	5.691
TOTAL ADVERTISING	9.027	7.293	19.009	27.169	19.597
Package	0.028			0.249	
BSGSF/Gratis	0.893	0.276	0.940	5.207	18.503
DPC/Mega	0.855	0.604	0.546		
Workplan Disc - C/O Cpn	5.273	4.216			
WORKPLAN	7.049	5.096	1.486	5.456	18.503
Field Discounting	52.386	66.726	100.397	104.671	168.810
Retailer Accrual-Defensive ONLY	7.730	3.472	1.651		
DISCOUNTING	60.116	70.198	102.048	104.671	168.810
POS	0.433	0.546	1.090	0.894	0.782
Other Retail	0.574	1.949	2.647	2.463	6.602
Price Dealback					
TOTAL RETAIL	68.172	77.789	107.271	113.484	194.696
Direct Marketing - Franchise	9.769	8.710	3.056	3.304	2.590
Direct Marketing - Fringe					
Direct Marketing - Competitive	1.389	3.181	0.550	2.394	1.770
Direct Marketing - Other				0.342	
TOTAL DIRECT MARKETING	11.158	11.891	3.606	6.041	4.360
Continuity					
Field Marketing		1.146	3.660	10.871	13.687
Forsyth Alliance					
Forsyth Contractual Payments					
SME Operations					
SME Other					
SMS Charges					
Marketing Reserve					
Pre Spending				3.402	
Other*	1.607	0.867	0.694	0.401	0.585
TOTAL NON-RETAIL	12.765	13.904	7.960	20.714	18.632
TOTAL MARKET RESEARCH	3.879	1.444	1.667	1.235	1.325
TOTAL GROSS SPENDING	93.843	100.430	135.907	162.601	234.250
Accrual Closeout**	(3.328)	(4.592)	1.224	1.037	(4.762)
Net Spending (MAM Statements)	90.515	95.838	137.131	163.638	229.488
EQUITY SPENDING	33.727	30.232	33.859	57.930	65.440

** 1996-2000 Amounts represent total Accrual CO.

52953 3784

All Other Full Price Spending - 1996 Through 2000

<u>Category</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>Nov LE 2000</u>
Advertising - Print	3.241	0.370	0.718		1.865
Advertising - OOH / Signage	0.063	0.026			
Advertising - Other		0.017	0.003	0.023	
Advertising - Ad Production	1.211	0.652	0.286	0.152	0.292
Agency Fees	5.101	2.138	1.943	1.360	1.518
TOTAL ADVERTISING	9.616	3.203	2.950	1.536	3.675
Package					
BSGSF/Gratis	3.710				
DPC/Mega					
Workplan Disc - C/O Cpn	3.134	2.990			
WORKPLAN	6.844	2.990	0.000		
Field Discounting	4.240	8.715	18.677	18.830	27.737
Retailer Accrual-Defensive ONLY		0.006	0.221		
DISCOUNTING	4.240	8.721	18.898	18.830	27.737
POS	0.040	0.948	0.432	0.036	
Other Retail	0.031	0.665	0.352	0.012	1.218
Price Dealback					
TOTAL RETAIL	11.155	13.324	19.682	18.878	28.955
Direct Marketing - Franchise	8.600	10.482	4.022		
Direct Marketing - Fringe			0.014		
Direct Marketing - Competitive	4.257	5.562	6.937		1.429
Direct Marketing - Other				11.068	11.448
TOTAL DIRECT MARKETING	12.857	16.044	10.973	11.068	12.877
Continuity		0.009			
Field Marketing		0.899	0.215		
Forsyth Alliance					
Forsyth Contractual Payments					
SME Operations					
SME Other					
SMS Charges					
Marketing Reserve				3.219	1.955
Pre Spending					
Other*	13.214	3.365	0.872	6.594	11.029
TOTAL NON-RETAIL	26.071	20.317	12.060	20.881	25.861
TOTAL MARKET RESEARCH	20.134	19.737	20.232	15.458	14.308
TOTAL GROSS SPENDING	66.976	56.581	54.924	56.753	72.799
Accrual Closeout**	(5.895)	(0.405)	(0.649)	(0.604)	(0.897)
Net Spending (MAM Statements)	61.081	56.176	54.275	56.149	71.902
EQUITY SPENDING	62.736	47.860	36.026	37.923	45.062

** 1996-2000 Amounts represent total Accrual CO.

52953 3785

Doral Spending - 1996 Through 2000

<u>Category</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>Nov LE 2000</u>
Advertising - Print	14.484	13.659	14.716	12.717	14.343
Advertising - OOH / Signage	9.890	9.121	12.555	8.154	
Advertising - Other				3.100	6.238
Advertising - Ad Production	3.605	5.299	2.816	1.007	0.795
Agency Fees	3.500	3.728	3.421	3.264	6.358
TOTAL ADVERTISING	31.479	31.807	33.508	28.242	27.733
Package	5.128	7.412			
BSGSF/Gratis	11.492	15.691	24.208	32.178	35.374
DPC/Mega	2.342	1.664	1.432		
Workplan Disc - C/O Cpn	2.338	2.177	4.781		
WORKPLAN	21.300	26.944	30.421	32.178	35.374
Field Discounting	219.970	305.177	411.920	585.700	727.987
Retailer Accrual-Defensive ONLY					
DISCOUNTING	219.970	305.177	411.920	585.700	727.987
POS	6.084	2.304	2.043	2.404	2.854
Other Retail	13.100	4.242	1.432	1.893	7.166
Price Dealback					
TOTAL RETAIL	260.454	338.667	445.816	622.175	773.381
Direct Marketing - Franchise	2.000	2.546	1.267	2.369	2.322
Direct Marketing - Fringe	17.178	8.132	3.684	2.588	6.768
Direct Marketing - Competitive	8.923	7.626	6.258	3.146	4.123
Direct Marketing - Other	9.786	8.906	3.139	26.274	24.464
TOTAL DIRECT MARKETING	37.887	27.210	14.348	34.378	37.677
Continuity	15.065	13.710	18.090	13.009	16.418
Field Marketing					
Forsyth Alliance					
Forsyth Contractual Payments					
SME Operations					
SME Other					
SMS Charges	1.402				2.739
Marketing Reserve					
Pre Spending					
Other*	1.609	1.956	2.703	2.607	0.776
TOTAL NON-RETAIL	55.963	42.876	35.141	49.993	57.610
TOTAL MARKET RESEARCH	1.029	1.325	1.410	1.567	2.100
TOTAL GROSS SPENDING	348.925	414.675	515.875	701.977	860.824
Accrual Closeout**	(16.416)	(8.302)	2.537	(27.184)	(41.439)
Net Spending (MAM Statements)	332.509	406.373	518.412	674.793	819.385
EQUITY SPENDING	128.955	109.498	103.955	116.278	132.836

** 1996-2000 Amounts represent total Accrual CO.

All Other Savings Spending - 1996 Through 2000

<u>Category</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>Nov LE 2000</u>
Advertising - Print	0.987				
Advertising - OOH / Signage					
Advertising - Other					
Advertising - Ad Production	0.656				
Agency Fees					
TOTAL ADVERTISING	1.643	0.000	0.000	0.000	0.000
Package	0.306				
BSGSF/Gratis	0.202				
DPC/Mega	0.414	0.075			
Workplan Disc - C/O Cpn	0.033				
WORKPLAN	0.955	0.075	0.000	0.000	0.000
Field Discounting	25.669	28.820	31.889	63.431	78.745
Retailer Accrual-Defensive ONLY					
DISCOUNTING	25.669	28.820	31.889	63.431	78.745
POS	0.571	0.359	0.416	0.108	0.600
Other Retail		1.250			
Price Dealback				0.349	
TOTAL RETAIL	27.195	30.504	32.305	63.888	79.345
Direct Marketing - Franchise					
Direct Marketing - Fringe					
Direct Marketing - Competitive	0.204				
Direct Marketing - Other					
TOTAL DIRECT MARKETING	0.204	0.000	0.000	—	—
Continuity					
Field Marketing					
Forsyth Alliance	32.217	40.644	36.908	106.290	91.408
Forsyth Contractual Payments	3.400	12.312	18.284	4.668	3.500
SME Operations					
SME Other					
SMS Charges					
Marketing Reserve					
Pre Spending					
Other*	0.300	0.359	7.406	0.140	0.200
TOTAL NON-RETAIL	36.121	53.315	62.598	111.099	95.108
TOTAL MARKET RESEARCH	0.216				
TOTAL GROSS SPENDING	65.175	83.819	94.903	174.987	174.453
Accrual Closeout**	(2.352)	(1.884)	0.326	(3.994)	(9.725)
Net Spending (MAM Statements)	62.823	81.935	95.229	170.993	164.728
EQUITY SPENDING	39.506	54.999	63.014	111.207	95.708

** 1996-2000 Amounts represent total Accrual CO.

52953 3787

Historical Spending 1996 - 2000

52953 3789

Total Marketing Spending - 1996 Through 2000

<u>Category</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>June LE 2000</u>
Advertising - Print	44.414	77.622	92.939	90.839	83.066
Advertising - OOH / Signage	40.472	74.762	90.184	23.211	2.800
Advertising - Other	4.605	5.065	5.424	6.191	5.468
Advertising - Ad Production	25.944	27.928	29.180	20.732	13.445
Agency Fees	31.278	27.058	27.176	24.177	26.751
TOTAL ADVERTISING	146.713	212.435	244.903	165.151	131.530
Package	34.932	35.399	6.626	4.490	5.017
BSGSF/Gratis	45.323	50.591	54.128	83.492	127.905
DPC/Mega	6.066	5.435	4.243		
Workplan Disc - C/O Cpn	20.458	17.340	18.678	3.559	1.459
WORKPLAN	106.779	108.765	83.675	91.541	134.381
Field Discounting	452.508	633.322	941.800	1,232.548	1,428.802
Retailer Accrual-Defensive ONLY	70.270	18.095	10.341		
DISCOUNTING	522.778	651.417	952.141	1,232.548	1,428.802
POS	12.663	16.083	13.447	10.859	8.285
Other Retail	20.958	28.387	34.009	29.347	22.626
Price Dealback				0.349	
TOTAL RETAIL	663.178	804.652	1,083.272	1,364.644	1,594.094
Direct Marketing - Franchise	36.078	24.837	8.345	18.747	28.205
Direct Marketing - Fringe	17.178	8.372	3.698	2.588	4.206
Direct Marketing - Competitive	25.460	29.313	25.771	39.820	52.511
Direct Marketing - Other	9.786	8.906	3.139	46.157	19.387
TOTAL DIRECT MARKETING	88.502	71.428	40.953	107.312	104.309
Continuity	64.570	66.440	55.303	29.532	28.005
Field Marketing	11.379	31.312	46.061	89.355	103.944
Forsyth Alliance	32.217	40.644	36.908	106.290	92.156
Forsyth Contractual Payments	3.400	12.312	18.284	4.668	5.000
SME Operations	38.548	44.868	32.324	33.523	32.258
SME Other	7.333	13.494	34.773	42.339	33.905
SMS Charges	15.379	13.790	19.382	6.408	11.001
Marketing Reserve				3.219	3.550
Pre Spending				3.402	
Other	24.327	7.704	12.045	17.402	69.858
TOTAL NON-RETAIL	285.655	301.992	296.033	443.449	483.986
TOTAL MARKET RESEARCH	31.789	25.505	25.096	21.678	21.129
TOTAL GROSS SPENDING	1,127.335	1,344.584	1,649.304	1,994.922	2,230.739
Marketing Efficiencies**	(44.139)	(24.679)	6.999	(56.174)	(50.000)
Net Spending (MAM Statements)	1,083.196	1,319.905	1,656.303	1,938.748	2,180.739
EQUITY SPENDING	604.557	693.167	697.163	762.025	801.937

*Other includes Eclipse spending for '94 & '95 - Eclipse is broken out to various detail lines for '96 forward

** 1996-1999 Amounts represent Accrual CO

Total Full Price Spending - 1996 Through 2000

<u>Category</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>June LE 2000</u>
Advertising - Print	28.943	63.963	78.223	78.122	68.728
Advertising - OOH / Signage	30.582	65.641	77.629	15.057	2.800
Advertising - Other	4.605	5.065	5.424	3.091	0.800
Advertising - Ad Production	21.683	22.629	26.364	19.726	12.510
Agency Fees	27.778	23.330	23.755	20.913	21.941
TOTAL ADVERTISING	113.591	180.628	211.395	136.909	106.779
Package	29.498	27.987	6.626	4.490	5.017
BSGSF/Gratis	33.629	34.900	29.920	51.314	93.165
DPC/Mega	3.310	3.696	2.811		
Workplan Disc - C/O Cpn	18.087	15.163	13.897	3.559	1.459
WORKPLAN	84.524	81.746	53.254	59.363	99.641
Field Discounting	206.869	299.325	497.991	583.417	726.684
Retailer Accrual-Defensive ONLY	70.270	18.095	10.341		
DISCOUNTING	277.139	317.420	508.332	583.417	726.684
POS	6.008	13.420	10.988	8.347	5.435
Other Retail	7.858	22.895	32.577	27.454	21.026
Price Dealback					
TOTAL RETAIL	375.529	435.481	605.151	678.580	852.786
Direct Marketing - Franchise	34.078	22.291	7.078	16.378	25.688
Direct Marketing - Fringe		0.240	0.014		
Direct Marketing - Competitive	16.333	21.687	19.513	36.673	48.082
Direct Marketing - Other				19.883	11.617
TOTAL DIRECT MARKETING	50.411	44.218	26.605	72.935	85.387
Continuity	49.505	52.730	37.213	16.523	10.152
Field Marketing	11.379	31.312	46.061	89.355	103.944
Forsyth Alliance					
Forsyth Contractual Payments					
SME Operations	38.548	44.868	32.324	33.523	32.258
SME Other	7.333	13.494	34.773	42.339	33.905
SMS Charges	13.977	13.790	19.382	6.408	8.849
Marketing Reserve				3.219	3.550
Pre Spending				3.402	
Other*	22.418	5.389	1.936	14.655	46.724
TOTAL NON-RETAIL	193.571	205.801	198.294	282.358	324.769
TOTAL MARKET RESEARCH	30.544	24.180	23.686	20.111	20.129
TOTAL GROSS SPENDING	713.235	846.090	1,038.526	1117.958	1304.463
Marketing Efficiencies**	(25.371)	(14.493)	4.136	(24.996)	(35.614)
Net Spending (MAM Statements)	687.864	831.597	1,042.662	1092.962	1268.849
EQUITY SPENDING	436.096	528.670	530.194	534.541	577.779

*Other includes Eclipse spending for '94 & '95 - Eclipse is broken out to various detail lines for '96 forward

** 1996-1999 Amounts represent Accrual CO

Total Savings Spending - 1996 Through 2000

Category	1996	1997	1998	1999	June LE 2000
Advertising - Print	15.471	13.659	14.716	12.717	14.338
Advertising - OOH / Signage	9.890	9.121	12.555	8.154	
Advertising - Other				3.100	4.668
Advertising - Ad Production	4.261	5.299	2.816	1.007	0.935
Agency Fees	3.500	3.728	3.421	3.264	4.810
TOTAL ADVERTISING	33.122	31.807	33.508	28.242	24.751
Package	5.434	7.412			
BSGSF/Gratis	11.694	15.691	24.208	32.178	34.740
DPC/Mega	2.756	1.739	1.432		
Workplan Disc - C/O Cpn	2.371	2.177	4.781		
WORKPLAN	22.255	27.019	30.421	32.178	34.740
Field Discounting	245.639	333.997	443.809	649.131	702.118
Retailer Accrual-Defensive ONLY					
DISCOUNTING	245.639	333.997	443.809	649.131	702.118
POS	6.655	2.663	2.459	2.512	2.850
Other Retail	13.100	5.492	1.432	1.893	1.600
Price Dealback				0.349	
TOTAL RETAIL	287.649	369.171	478.121	686.064	741.308
Direct Marketing - Franchise	2.000	2.546	1.267	2.369	2.517
Direct Marketing - Fringe	17.178	8.132	3.684	2.588	4.206
Direct Marketing - Competitive	9.127	7.626	6.258	3.146	4.429
Direct Marketing - Other	9.786	8.906	3.139	26.274	7.770
TOTAL DIRECT MARKETING	38.091	27.210	14.348	34.378	18.922
Continuity	15.065	13.710	18.090	13.009	17.853
Field Marketing					
Forsyth Alliance	32.217	40.644	36.908	106.290	92.156
Forsyth Contractual Payments	3.400	12.312	18.284	4.668	5.000
SME Operations					
SME Other					
SMS Charges	1.402				2.152
Marketing Reserve					
Pre Spending					
Other	1.909	2.315	10.109	2.747	23.134
TOTAL NON-RETAIL	92.084	96.191	97.739	161.092	159.217
TOTAL MARKET RESEARCH	1.245	1.325	1.410	1.567	1.000
TOTAL GROSS SPENDING	414.100	498.494	610.778	876.964	926.276
Marketing Efficiencies**	(18.768)	(10.186)	2.863	(31.178)	(14.386)
Net Spending (MAM Statements)	395.332	488.308	613.641	845.786	911.890
EQUITY SPENDING	168.461	164.497	166.969	227.484	224.158

** 1996-1999 Amounts represent Accrual CO

52953 3792

Winston Spending - 1996 Through 2000

<u>Category</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>June LE 2000</u>
Advertising - Print	3.070	30.637	40.733	35.959	27.248
Advertising - OOH / Signage	1.491	25.532	46.959	7.797	
Advertising - Other		0.073	4.677	2.565	0.400
Advertising - Ad Production	4.556	7.999	8.267	10.880	7.160
Agency Fees	6.513	7.229	7.449	7.177	7.543
TOTAL ADVERTISING	15.630	71.470	108.085	64.378	42.351
Package	6.014	16.971	0.134	1.477	
BSGSF/Gratis	5.305	5.881	6.867	22.716	45.466
DPC/Mega	1.341	1.288	1.117		
Workplan Disc - C/O Cpn	6.982	5.357	8.474	0.879	
WORKPLAN	19.642	29.497	16.592	25.072	45.466
Field Discounting	82.075	125.073	209.902	244.737	292.080
Retailer Accrual-Defensive ONLY	34.432	7.317	4.376	0.000	0.000
DISCOUNTING	116.507	132.390	214.278	244.737	292.080
POS	1.543	3.710	4.143	3.238	2.705
Other Retail	1.998	8.493	13.190	12.997	4.304
Price Dealback					
TOTAL RETAIL	139.690	174.090	248.203	286.044	344.555
Direct Marketing - Franchise	13.994	1.510		9.904	22.788
Direct Marketing - Fringe		0.240			
Direct Marketing - Competitive	1.965	6.572	4.409	9.192	15.789
Direct Marketing - Other				8.473	1.932
TOTAL DIRECT MARKETING	15.959	8.322	4.409	27.569	40.509
Continuity					
Field Marketing		4.395	2.900	13.530	15.500
Forsyth Alliance					
Forsyth Contractual Payments					
SME Operations	28.049	37.632	32.324	33.523	32.258
SME Other		9.964	31.406	38.103	33.905
SMS Charges	5.977	6.129	8.577		
Marketing Reserve					
Pre Spending					
Other*	4.577	0.688	0.077	7.027	24.307
TOTAL NON-RETAIL	54.562	67.130	79.693	119.751	146.479
TOTAL MARKET RESEARCH	3.250	1.341	0.767	1.702	1.700
TOTAL GROSS SPENDING	213.132	314.031	436.748	471.873	535.085
Marketing Efficiencies**	(4.734)	(4.093)	2.998	(4.160)	(15.291)
Net Spending (MAM Statements)	208.398	309.938	439.746	467.714	519.794
EQUITY SPENDING	96.625	181.641	222.470	227.137	243.005

** 1996-1999 Amounts represent Accrual CO

52953 3793

Camel Spending - 1996 Through 2000

<u>Category</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>June LE 2000</u>
Advertising - Print	22.632	32.221	33.316	31.719	32.280
Advertising - OOH / Signage	28.966	39.736	25.428	2.427	
Advertising - Other	4.605	4.744	0.531	0.225	0.200
Advertising - Ad Production	13.958	12.128	12.565	2.681	2.000
Agency Fees	9.157	9.833	9.511	6.775	7.047
TOTAL ADVERTISING	79.318	98.662	81.351	43.827	41.527
Package	23.456	11.016	6.492	2.764	5.017
BSGSF/Gratis	23.721	28.743	22.113	23.392	34.883
DPC/Mega	1.114	1.804	1.148		
Workplan Disc - C/O Cpn	2.698	2.600	5.423	2.680	1.459
WORKPLAN	50.989	44.163	35.176	28.836	41.359
Field Discounting	68.168	98.811	169.015	215.179	272.221
Retailer Accrual-Defensive ONLY	28.108	7.300	4.093		
DISCOUNTING	96.276	106.111	173.108	215.179	272.221
POS	3.992	8.216	5.323	4.179	1.164
Other Retail	5.255	11.788	16.388	11.982	10.846
Price Dealback					
TOTAL RETAIL	156.512	170.278	229.995	260.175	325.590
Direct Marketing - Franchise	1.715	1.589		3.170	0.110
Direct Marketing - Fringe					
Direct Marketing - Competitive	8.722	6.372	7.617	25.087	29.493
Direct Marketing - Other					
TOTAL DIRECT MARKETING	10.437	7.961	7.617	28.257	29.603
Continuity	49.505	52.721	37.213	16.523	10.152
Field Marketing	11.379	24.872	39.286	64.954	73.900
Forsyth Alliance					
Forsyth Contractual Payments					
SME Operations	10.499	7.236			
SME Other	7.333	3.530	3.367	4.236	
SMS Charges	8.000	7.661	10.805	6.408	8.849
Marketing Reserve					
Pre Spending					
Other*	3.020	0.469	0.293	0.635	5.700
TOTAL NON-RETAIL	100.173	104.450	98.581	121.013	128.204
TOTAL MARKET RESEARCH	3.281	1.658	1.020	1.716	1.500
TOTAL GROSS SPENDING	339.284	375.048	410.947	426.731	496.821
Marketing Efficiencies**	(11.414)	(5.403)	0.563	(21.267)	(14.925)
Net Spending (MAM Statements)	327.870	369.645	411.510	405.464	481.896
EQUITY SPENDING	243.008	268.937	237.839	211.552	224.600

** 1996-1999 Amounts represent Accrual CO

Salem Spending - 1996 Through 2000

<u>Category</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>June LE 2000</u>
Advertising - Print		0.735	3.456	10.444	7.700
Advertising - OOH / Signage	0.062	0.347	5.242	4.833	2.800
Advertising - Other		0.231	0.213	0.278	0.200
Advertising - Ad Production	1.958	1.850	5.246	6.013	3.250
Agency Fees	7.007	4.130	4.852	5.602	5.651
TOTAL ADVERTISING	9.027	7.293	19.009	27.169	19.601
Package	0.028			0.249	
BSGSF/Gratis	0.893	0.276	0.940	5.207	12.816
DPC/Mega	0.855	0.604	0.546		
Workplan Disc - C/O Cpn	5.273	4.216			
WORKPLAN	7.049	5.096	1.486	5.456	12.816
Field Discounting	52.386	66.726	100.397	104.671	142.153
Retailer Accrual-Defensive ONLY	7.730	3.472	1.651		
DISCOUNTING	60.116	70.198	102.048	104.671	142.153
POS	0.433	0.546	1.090	0.894	1.566
Other Retail	0.574	1.949	2.647	2.463	5.857
Price Dealback					
TOTAL RETAIL	68.172	77.789	107.271	113.484	162.391
Direct Marketing - Franchise	9.769	8.710	3.056	3.304	2.790
Direct Marketing - Fringe					
Direct Marketing - Competitive	1.389	3.181	0.550	2.394	1.300
Direct Marketing - Other				0.342	
TOTAL DIRECT MARKETING	11.158	11.891	3.606	6.041	4.090
Continuity					
Field Marketing		1.146	3.660	10.871	14.544
Forsyth Alliance					
Forsyth Contractual Payments					
SME Operations					
SME Other					
SMS Charges					
Marketing Reserve					
Pre Spending				3.402	
Other*	1.607	0.867	0.694	0.401	0.847
TOTAL NON-RETAIL	12.765	13.904	7.960	20.714	21.751
TOTAL MARKET RESEARCH	3.879	1.444	1.667	1.235	0.800
TOTAL GROSS SPENDING	93.843	100.430	135.907	162.601	204.543
Marketing Efficiencies**	(3.328)	(4.592)	1.224	1.037	(5.398)
Net Spending (MAM Statements)	90.515	95.838	137.131	163.638	199.145
EQUITY SPENDING	33.727	30.232	33.859	57.930	62.390

** 1996-1999 Amounts represent Accrual CO

52953 3795

All Other Full Price Spending - 1996 Through 2000

<u>Category</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>June LE 2000</u>
Advertising - Print	3.241	0.370	0.718		1.500
Advertising - OOH / Signage	0.063	0.026			
Advertising - Other		0.017	0.003	0.023	
Advertising - Ad Production	1.211	0.652	0.286	0.152	0.100
Agency Fees	5.101	2.138	1.943	1.360	1.700
TOTAL ADVERTISING	9.616	3.203	2.950	1.536	3.300
Package					
BSGSF/Gratis	3.710				
DPC/Mega					
Workplan Disc - C/O Cpn	3.134	2.990			
WORKPLAN	6.844	2.990	0.000		
Field Discounting	4.240	8.715	18.677	18.830	20.230
Retailer Accrual-Defensive ONLY		0.006	0.221		
DISCOUNTING	4.240	8.721	18.898	18.830	20.230
POS	0.040	0.948	0.432	0.036	
Other Retail	0.031	0.665	0.352	0.012	0.020
Price Dealback					
TOTAL RETAIL	11.155	13.324	19.682	18.878	20.250
Direct Marketing - Franchise	8.600	10.482	4.022		
Direct Marketing - Fringe			0.014		
Direct Marketing - Competitive	4.257	5.562	6.937		1.500
Direct Marketing - Other				11.068	9.685
TOTAL DIRECT MARKETING	12.857	16.044	10.973	11.068	11.185
Continuity		0.009			
Field Marketing		0.899	0.215		
Forsyth Alliance					
Forsyth Contractual Payments					
SME Operations					
SME Other					
SMS Charges					
Marketing Reserve				3.219	3.550
Pre Spending					
Other*	13.214	3.365	0.872	6.594	13.600
TOTAL NON-RETAIL	26.071	20.317	12.060	20.881	28.335
TOTAL MARKET RESEARCH	20.134	19.737	20.232	15.458	16.129
TOTAL GROSS SPENDING	66.976	56.581	54.924	56.753	68.014
Marketing Efficiencies**	(5.895)	(0.405)	(0.649)	(0.604)	
Net Spending (MAM Statements)	61.081	56.176	54.275	56.149	68.014
EQUITY SPENDING	62.736	47.860	36.026	37.923	47.784

** 1996-1999 Amounts represent Accrual CO

52953 3796

Doral Spending - 1996 Through 2000

Category	1996	1997	1998	1999	June LE 2000
Advertising - Print	14.484	13.659	14.716	12.717	14.338
Advertising - OOH / Signage	9.890	9.121	12.555	8.154	
Advertising - Other				3.100	4.668
Advertising - Ad Production	3.605	5.299	2.816	1.007	0.935
Agency Fees	3.500	3.728	3.421	3.264	4.810
TOTAL ADVERTISING	31.479	31.807	33.508	28.242	24.751
Package	5.128	7.412			
BSGSF/Gratis	11.492	15.691	24.208	32.178	34.740
DPC/Mega	2.342	1.664	1.432		
Workplan Disc - C/O Cpn	2.338	2.177	4.781		
WORKPLAN	21.300	26.944	30.421	32.178	34.740
Field Discounting	219.970	305.177	411.920	585.700	646.589
Retailer Accrual-Defensive ONLY					
DISCOUNTING	219.970	305.177	411.920	585.700	646.589
POS	6.084	2.304	2.043	2.404	2.250
Other Retail	13.100	4.242	1.432	1.893	1.600
Price Dealback					
TOTAL RETAIL	260.454	338.667	445.816	622.175	685.179
Direct Marketing - Franchise	2.000	2.546	1.267	2.369	2.517
Direct Marketing - Fringe	17.178	8.132	3.684	2.588	4.206
Direct Marketing - Competitive	8.923	7.626	6.258	3.146	4.429
Direct Marketing - Other	9.786	8.906	3.139	26.274	7.770
TOTAL DIRECT MARKETING	37.887	27.210	14.348	34.378	18.922
Continuity	15.065	13.710	18.090	13.009	17.853
Field Marketing					
* Forsyth Alliance					
Forsyth Contractual Payments					
SME Operations					
SME Other					
SMS Charges	1.402				2.152
Marketing Reserve					
Pre Spending					
Other*	1.609	1.956	2.703	2.607	22.934
TOTAL NON-RETAIL	55.963	42.876	35.141	49.993	61.861
TOTAL MARKET RESEARCH	1.029	1.325	1.410	1.567	1.000
TOTAL GROSS SPENDING	348.925	414.675	515.875	701.977	772.791
Marketing Efficiencies**	(16.416)	(8.302)	2.537	(27.184)	(14.386)
Net Spending (MAM Statements)	332.509	406.373	518.412	674.793	758.405
EQUITY SPENDING	128.955	109.498	103.955	116.278	126.202

** 1996-1999 Amounts represent Accrual CO

52953 3797

All Other Savings Spending - 1996 Through 2000

<u>Category</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>June LE 2000</u>
Advertising - Print	0.987				
Advertising - OOH / Signage					
Advertising - Other					
Advertising - Ad Production	0.656				
Agency Fees					
TOTAL ADVERTISING	1.643	0.000	0.000	0.000	0.000
Package	0.306				
BSGSF/Gratis	0.202				
DPC/Mega	0.414	0.075			
Workplan Disc - C/O Cpn	0.033				
WORKPLAN	0.955	0.075	0.000	0.000	0.000
Field Discounting	25.669	28.820	31.889	63.431	55.529
Retailer Accrual-Defensive ONLY					
DISCOUNTING	25.669	28.820	31.889	63.431	55.529
POS	0.571	0.359	0.416	0.108	0.600
Other Retail		1.250			
Price Dealback				0.349	
TOTAL RETAIL	27.195	30.504	32.305	63.888	56.129
Direct Marketing - Franchise					
Direct Marketing - Fringe					
Direct Marketing - Competitive	0.204				
Direct Marketing - Other					
TOTAL DIRECT MARKETING	0.204	0.000	0.000		
Continuity					
Field Marketing					
Forsyth Alliance	32.217	40.644	36.908	106.290	92.156
Forsyth Contractual Payments	3.400	12.312	18.284	4.668	5.000
SME Operations					
SME Other					
SMS Charges					
Marketing Reserve					
Pre Spending					
Other*	0.300	0.359	7.406	0.140	0.200
TOTAL NON-RETAIL	36.121	53.315	62.598	111.099	97.356
TOTAL MARKET RESEARCH	0.216				
TOTAL GROSS SPENDING	65.175	83.819	94.903	174.987	153.485
Marketing Efficiencies**	(2.352)	(1.884)	0.326	-3.994	
Net Spending (MAM Statements)	62.823	81.935	95.229	170.993	153.485
EQUITY SPENDING	39.506	54.999	63.014	111.207	97.956

** 1996-1999 Amounts represent Accrual CO

52953 3798



סיגרטי סאלם

2003

Salem BU Retail Trips

RONDA PLUMMER

52953 3799

MANUFACTURER COUPON

BUY 1 GET 1 FREE

TERMS OF COUPON OFFER

CONSUMER: This coupon is good only when brand style(s) specified is purchased. Void if copied, exchanged, or transferred before acceptance by retailer. Consumer must pay any sales tax. Participation in this promotion is at the discretion of the retailer. All promotional costs paid by manufacturer. LIMIT ONE COUPON PER CONSUMER AND TO SMOKERS 21 YEARS OF AGE OR OLDER.

RETAILER: R.J. Reynolds Tobacco Company will reimburse you the normal retail value for this item, 8¢ handling and postage, provided you and the consumer have complied with the terms of this offer and our coupon redemption policy, incorporated by reference (copies available). Cash value 1/20 of 1¢. Good only in U.S.A., void where prohibited. Mail to: R.J. Reynolds Tob. Co., Dept.#12300, P.O. Box 426009, Del Rio, TX 78842-6009.



SALEM

stir the senses

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RETAILER: R.J. Reynolds Tobacco Company will reimburse you the normal retail value for this item, 8¢ handling and postage, provided you and the consumer have complied with the terms of this offer and our coupon redemption policy, incorporated by reference (copies available). Cash value 1/20 of 1¢. Good only in U.S.A., void where prohibited. Mail to: R.J. Reynolds Tob. Co., Dept.#12300, P.O. Box 426009, Del Rio, TX 78842-6009.



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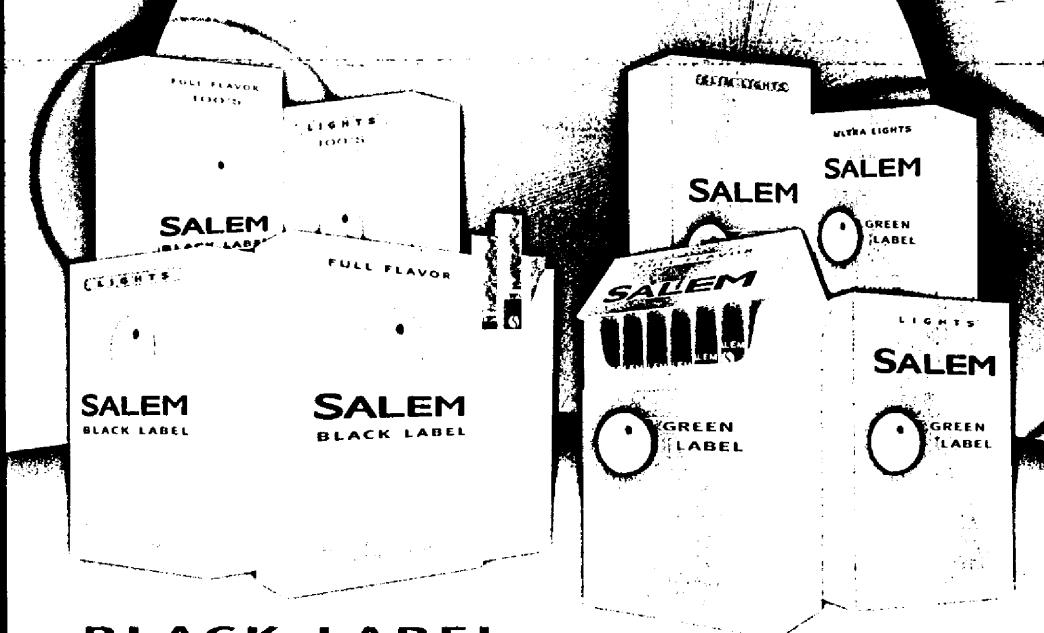
GREEN LABEL ULTRA LIGHTS: 5 mg. "tar", 0.5 mg. nicotine, BLACK LABEL LIGHTS 100'S: 9 mg. "tar", 0.7 mg. nicotine, GREEN LABEL SLIM LIGHTS 100'S: 9 mg. "tar", 0.9 mg. nicotine, BLACK LABEL LIGHTS: 10 mg. "tar", 0.8 mg. nicotine, GREEN LABEL LIGHTS: 10 mg. "tar", 0.9 mg. nicotine, BLACK LABEL FULL FLAVOR, BLACK LABEL FULL FLAVOR 100'S: 17 mg. "tar", 1.2 mg. nicotine, GREEN LABEL FULL FLAVOR: 18 mg. "tar", 1.3 mg. nicotine, av. per cigarette by FTC method. For more product information, visit www.rjrt.com.

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52953 3802

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I would like to receive e-mails announcing special offers and news from RJRT's cigarette brands

My email address is:

What is your USUAL BRAND of cigarette? Is your USUAL BRAND? Mark one Menthol Non-Menthol

Out of the LAST TEN times you bought cigarettes, how many times did you buy your USUAL BRAND? (enter a number between 1 and 10)

What is your second choice brand (if any)? (If you don't have a second choice, write "NONE")

How do you usually buy cigarettes? Mark one. By the pack By the carton

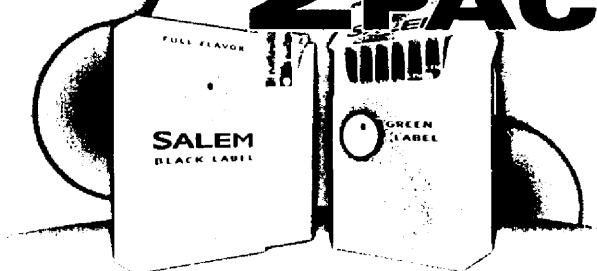
Offers Restricted To Smokers 21 Years Of Age Or Older.

MANUFACTURER COUPON

EXPIRES 03/31/04

95758

\$1.50 OFF 2 PACKS



SALEM

stir the senses

BLACK LABEL
rich. intense.

GREEN LABEL
smooth. spirited.

MANUFACTURER COUPON

EXPIRES 03/31/04

95759

RETAILER: YOU MUST FILL
IN NORMAL RETAIL PRICE
(DO NOT INCLUDE SALES TAX)

BUY 1 GET 1 FREE



SALEM

stir the senses

BLACK LABEL
rich. intense.

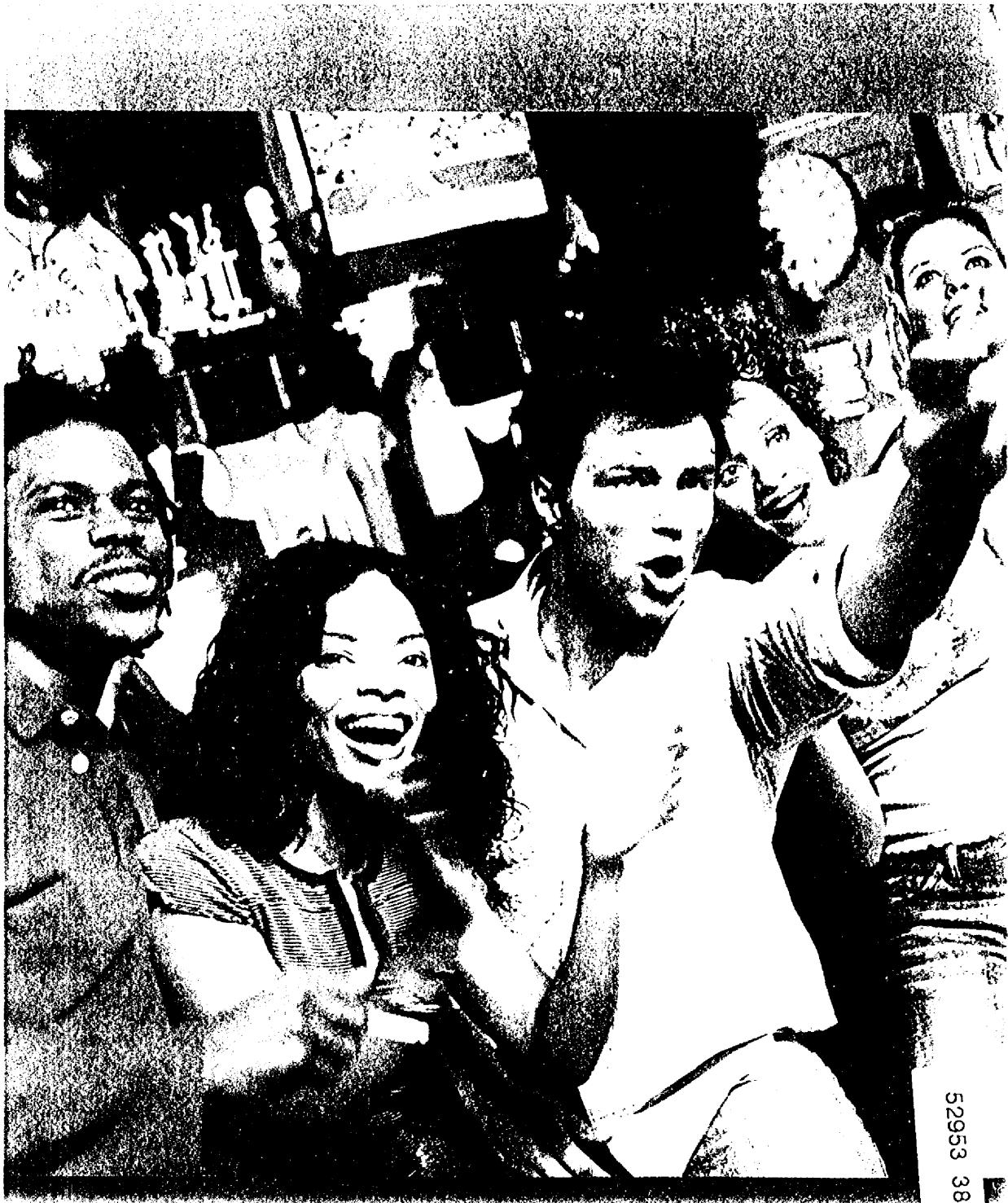
GREEN LABEL
smooth. spirited.

52953 3803

Newport
PLEASURE GOODS

Pleasure
is where
you find it!

Program Expires 12/31



52953 3805



Newport PLEASURE GOODS

Pleasure is where you find it! And there's no doubt about it, you're gonna find it here. This year, our Newport Pleasure Goods catalog is the best ever. We're happy to bring you a catalog chock full of totally awesome classics like Pleasure Cash and Zippo® lighters and amazing new items like DVD players and leather jackets. There's something for everyone in here, and getting it is so easy. Just collect your Newport "GOODS" UPCs, save up and redeem them for your favorite Pleasure Goods! Hey look, as America's #1 Menthol, we know a little something about Pleasure, and we want you to know that no matter where you are—on the beach, on the town, or on the couch—you can turn to Newport for the most Pleasure! Now open up and start shopping!

02953
3806

Box: 16 mg. "tar," 1.3 mg. nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

He finds pleasure in having a lot of pull



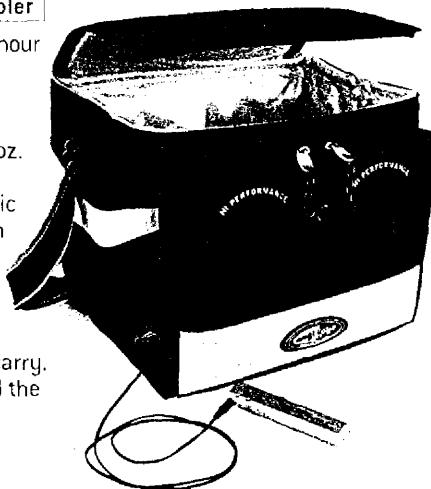
Pleasure in the sun!

Sounds like
a cool idea!

Collapsible Music™ Cooler

Make it your own happy hour with this unique and convenient cooler that doubles as a boom box. It holds twenty-four 12 oz. beverage cans plus ice. Enjoy your favorite music anytime, anywhere with the FM SurFstick™ tuner or plug in your own CD or MP3 player. An adjustable shoulder strap makes it easy to carry. Includes earphones and the FM SurFstick™.

319-1183



**Cap
it off**

Twill Baseball Cap

No matter where you are, you'll love this 100% cotton twill baseball cap. Hey, you can never have too many hats, and this one looks a lot cooler than the free one you got at the paint shop. Black.

75-1010-1

**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

Box: 16 mg. "tar," 1.3 mg. nicotine
av. per cigarette by FTC method.

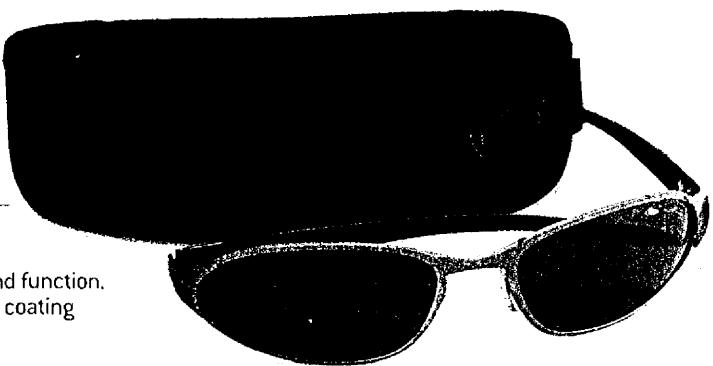
52953 3807

Sport some shades

Bollé® Sunglasses

You'll see it all with these awesome action sports sunglasses...unmatched in form and function. These glasses feature Anti-Reflective (AR) coating for unsurpassed vision, safety and style.

ADVICE

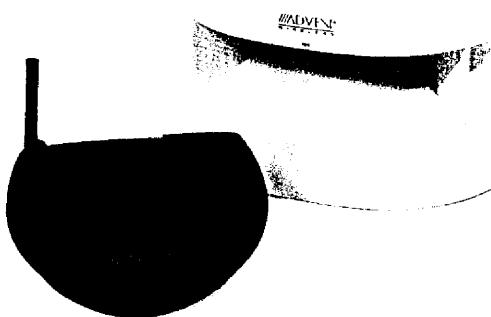


Stay in or get out!

Indoor/Outdoor Speaker

Listen to your own sound system by the pool or on your deck. This wireless 2-way acoustic speaker delivers superb sound, is water-resistant and works up to 300 ft from your sound system. (batteries not included)

ADVICE

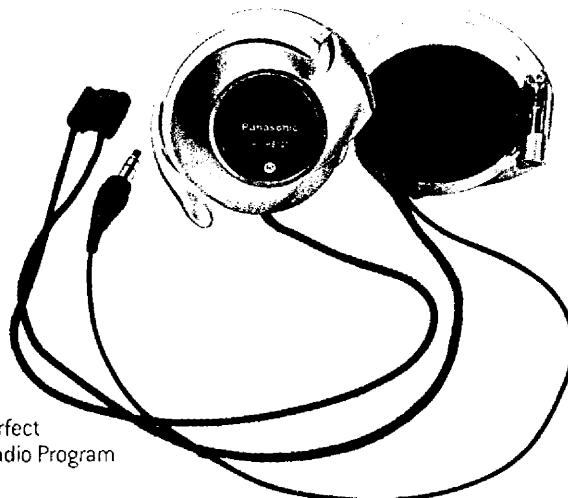


Keep it to yourself

Panasonic® Headphones

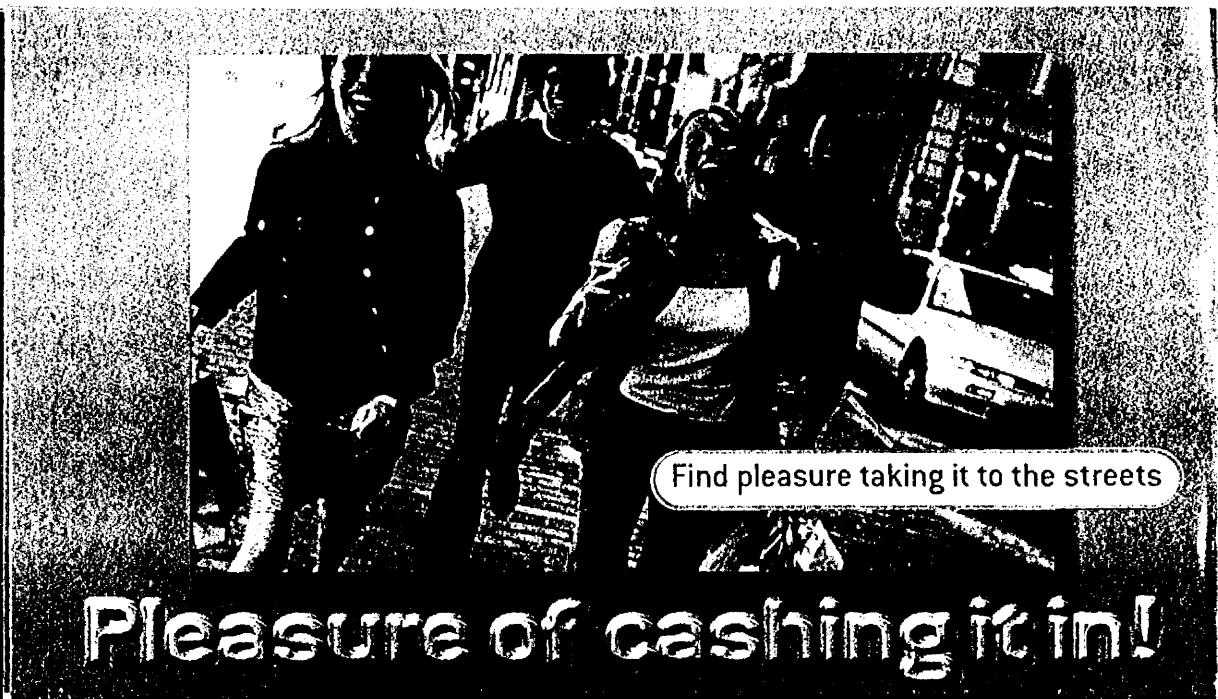
Now you can listen to music as loud as you like and no one will be any the wiser. These state-of-the-art headphones are perfect for listening to your favorite CD, or TV or Radio Program with no outside distractions.

ADVICE



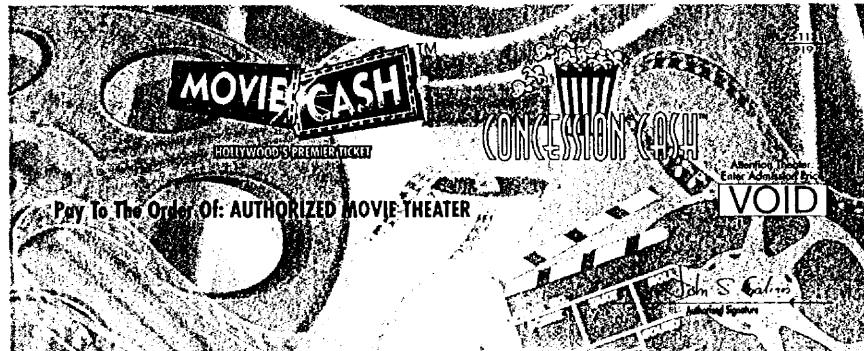
Pleasure is where you find it!

52953 3808



Find pleasure taking it to the streets

Pleasure of cashing it in!



See you at the movies!

Movie Cash & Concession Cash

Movie/Concession Cash lets you take in a movie without taking anything out of your wallet. Just redeem your cash checks for tickets and snacks at thousands of participating theatres. Lights, Pleasure, Action!

- 2 FREE Movie Cash Tickets/1 \$5 Concession Cash Certificate
- 6 FREE Movie Cash Tickets/3 \$5 Concession Cash Certificates

1000 PCS
2800 PCS

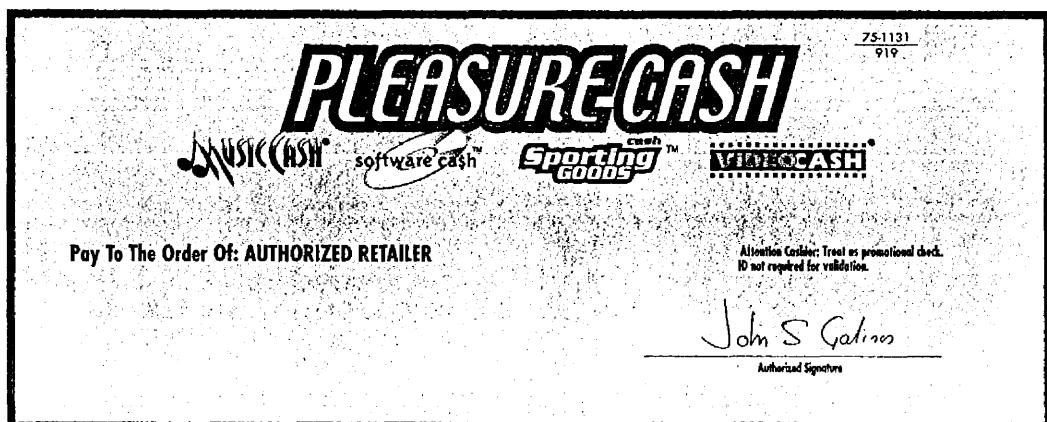
SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

Call 1-866-899-8903 for a list
of participating movie theaters

Box: 16 mg. "tar," 1.3 mg. nicotine av. per
cigarette by FTC method.

52953 3809

Four Pleasures One Check!



Pleasure Cash

Use Newport Pleasure Cash to buy your favorite Software, Videos, DVDs, Sporting Goods and Music in tens of thousands of participating retailers across America. Paying for your favorite items with Pleasure Cash couldn't be easier. Just present this all-in-one check in any participating store. It's the same as cash. So easy to use, you might say shopping with Pleasure Cash is...a pleasure!

• 1 \$15 Pleasure Cash Certificate

• 1 Set of 3 \$15 Pleasure Cash Certificates

80 UPCs

230 UPCs

52953 3810

Call 1-866-899-8903
for a list of participating retailers

Pleasure is where you find it!

Finds pleasure in knowing all the right moves



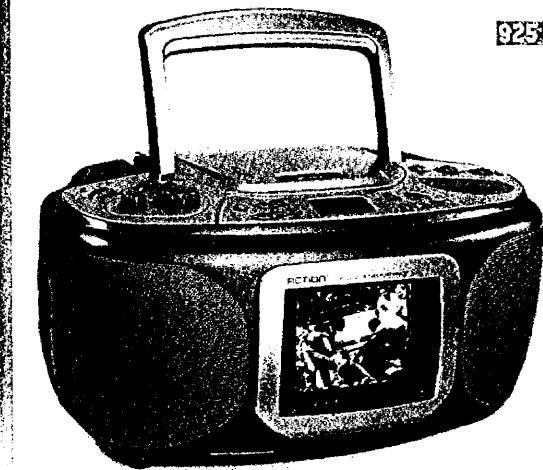
Pleasure of being on the scene!

Look and listen

Action® CD/Stereo/TV

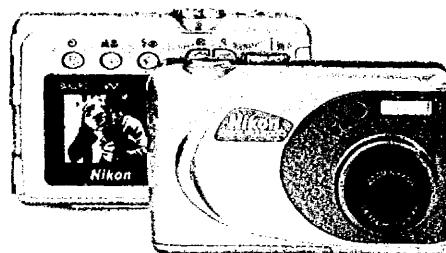
Three's no longer a crowd! Go everywhere with this stylish ACTION portable 5" Color TV, Stereo CD Player and AM/FM radio. Car cord and UL AC adaptor included. Earphone jacks and audio/video jacks add to the versatility of this unique product.

925 UPGC



Box: 16 mg. "tar," 1.3 mg. nicotine av. per cigarette by FTC method.

Pretty as a picture



Nikon® Digital Camera

Capture all your moments digitally. This camera with 2.11 megapixel resolution, optical zoom-Nikkor lens, flash and 5 exposure modes will make any picture look great. Stores up to 33 pictures in Normal mode and up to 65 in Basic mode. Link to your PC/MAC with ease and start e-mailing your photos around the world.

995 UPGC 52953 3811

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

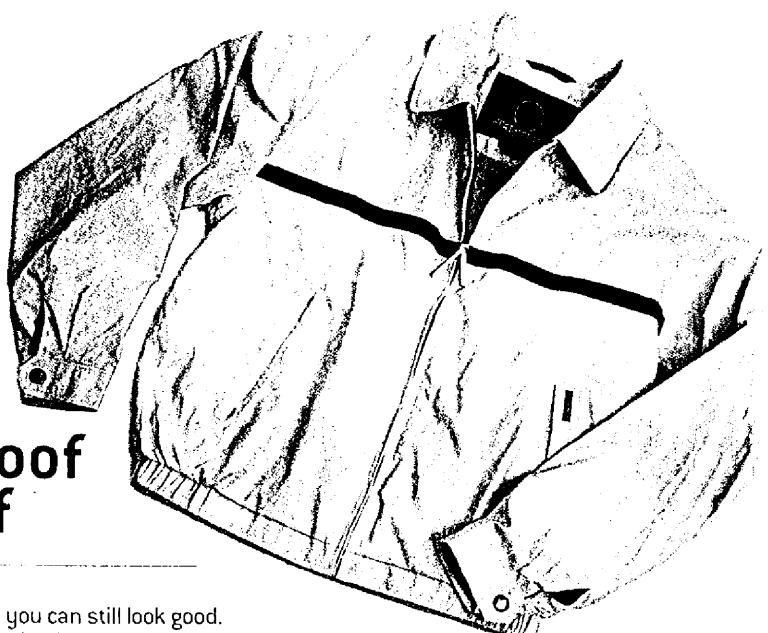
**Have the time
of your life!**



Swiss Army® Watch

Show everyone you know how important good times are with these his/hers Swiss Army Peak watches. Comes in men's and women's sizes. Made in Switzerland with a precision quartz movement. The Peak is encased in stainless steel and water resistant to 100 meters/330 feet for underwater use. Equipped with a second hand, date calendar and 3-year limited product warranty.

250 UPC#



**Weatherproof
yourself**

Microfiber Jacket

Even if the weather's not great, you can still look good. This water and wind resistant jacket has a 5 times sand-washed microfiber shell, brushed finish and under collar/cuff detail. Gold with navy stripe. Available in sizes M, L, XL, XXL.

250 UPC#

Pleasure is where you find it!

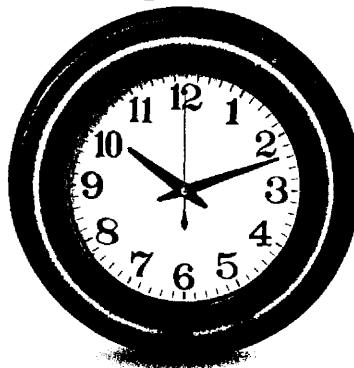
52953 3812



Finds pleasure in being with old friends

Pleasure after dark!

As clear as the
writing on the wall



Neon Clock

Bring back the 50's. This 12" diameter clock features a bright blue neon tube with quartz movement. Perfect in your den, basement or over a bar.

STYLERS

Light
up the
night!

Lucienne® Lighter

This high-tech, stylish, Lucienne lighter will bring you just a little more pleasure every time you light up. Uses butane gas.

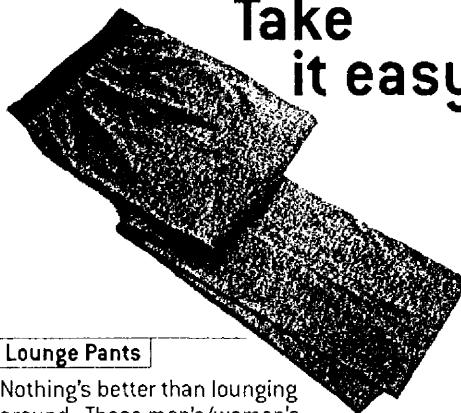
STYLERS

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

Box: 16 mg. "tar," 1.3 mg. nicotine
av. per cigarette by FTC method.

52853 3813

**Take
it easy**



Lounge Pants

Nothing's better than lounging around. These men's/women's 100% cotton lounge pants will give you a leg up on style and comfort. Gray. Available in sizes M, L, XL, XXL.

\$65.00^{UPC#}

**Digital
Experience**

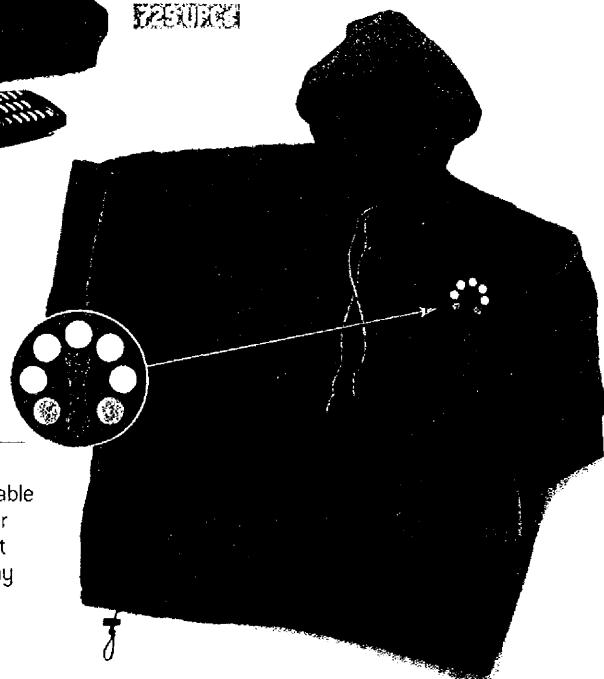


JVC® DVD/CD Player

Nothing beats the sound, quality and experience of watching your favorite movie on DVD. With features like easy screen control and zoom functions, you're in for true entertainment. Plays DVD, CD, SVCD, VCD and MP3 formats.

\$299.99^{UPC#}

**Something
to warm up to**



Fleece Hooded Pullover

Fleece is the best way to stay warm, comfortable and stylish. This gray men's/women's pullover with double sided fleece features a hood, front pouch pocket and elastic waist. Look cool, stay warm. Available in sizes M/L, XL, XXL.

\$50.00^{UPC#}

Questions? Call 1-866-899-8903

Pleasure is where you find it!

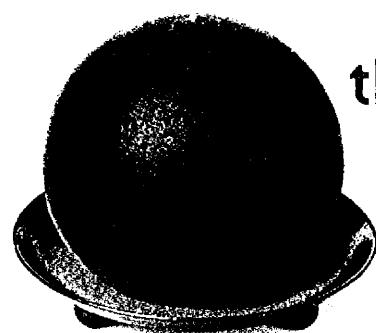
52953 3814

They find pleasure soaking it up



Pleasure of good clean fun!

Set
the right
mood



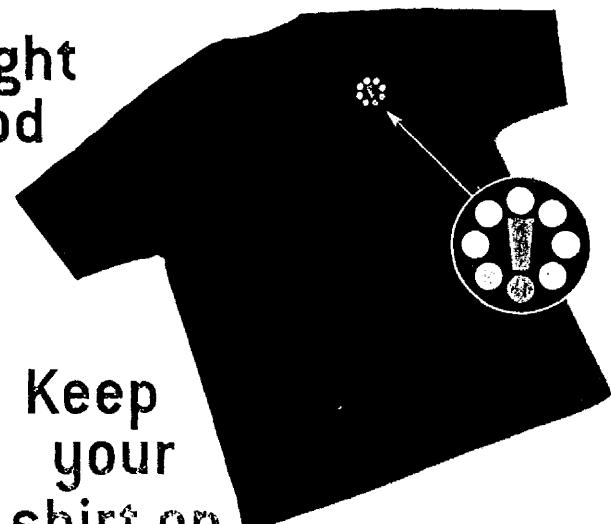
Sphere Candle

This cool looking and very different candle uses its unique shape to spread light around, instead of just straight up, and comes in a pleasing vanilla aroma. The perfect way to give your home a welcome scent with a sense of style. Candle stand included.

PRODUCT

Box: 16 mg. "tar," 1.3 mg. nicotine av. per cigarette by FTC method

Keep
your
shirt on



Pocket T-Shirt

Wear it to the beach, with a pair of jeans or dress it up under a jacket, no matter what, it'll look great. 100% Cotton, Navy Blue. Available in sizes M/L, XL, XXL.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

52953 3815

Sounds great!

Fisher Flat CD Player

An ultra slim CD player that offers phat sound. This Slim Profile Design (only 2" deep) 3 piece CD System has all the essentials - front loading CD Player w/20 Track Programmability & Repeat, AM/FM Stereo Digital Tuner, remote control, and a powerful bass sound system. The detachable speakers come with interchangeable silver and blue speaker grills. System can be wall mounted.

550UPC

A watch to watch!



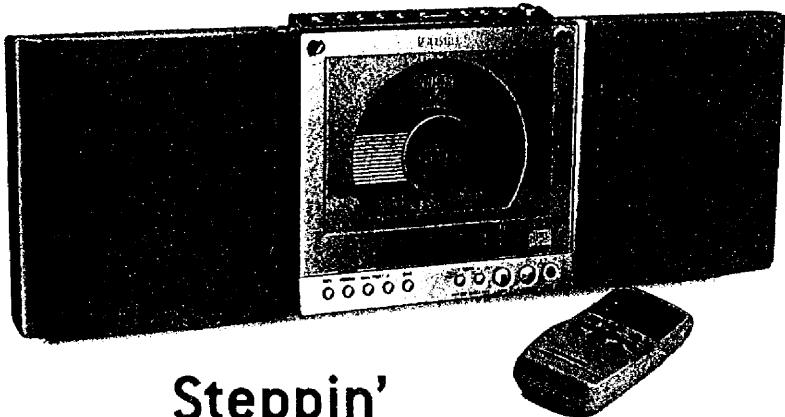
Ironman™ Watch

These his/hers Ironman watches from Timex® give your wrist an adventurous attitude. Features include: alarm, 5 minute back-up, INDIGLO night light, water resistance to 100M and much more. Since it's an Ironman, you can always wear it out and never wear it out.

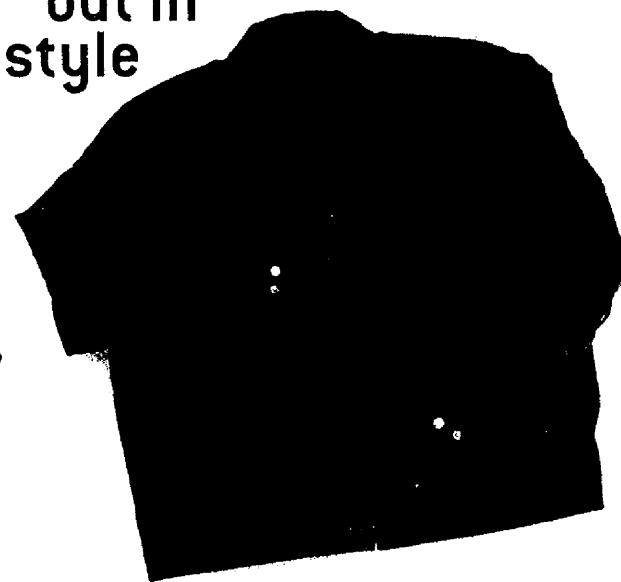
* Ironman is a trademark of the World Triathlon Corporation.

570UPC

Questions? Call 1-866-899-8903



Steppin' out in style

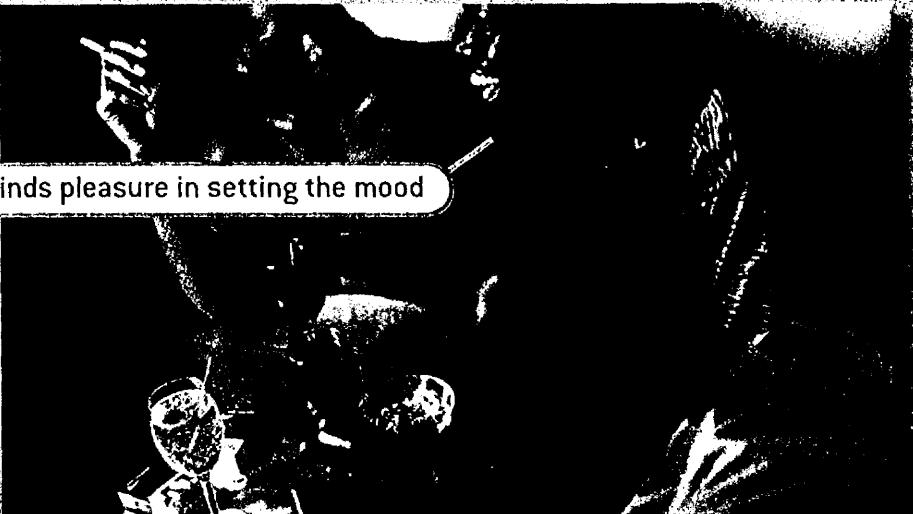


GEAR for Sports® Leather Jacket

Just wait until she runs her hands over this soft, marbled calfs leather jacket. Slip it on and you're ready for the hottest clubbin' in town. Quilted lining, inside breast pocket, covered zipper with wind flap and side slash pockets. Available in sizes M, L, XL, XXL.

725UBC

Pleasure is where you find it!



He finds pleasure in setting the mood

Pleasure of a good smoke!

Pack it in...
for less!



Stock up on savings

Carton Coupons

Now you can get pleasure for less thanks to this \$25 Off a Carton Coupon or Book of Four \$25 Off a Carton Coupons. Just redeem them at your favorite place to buy Newport.

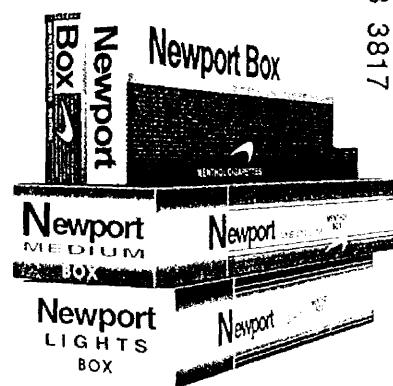
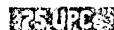
•\$25 Off a Carton Coupon

•Book of Four \$25 Off a Carton Coupons



Pack Coupons

Just head on down to your favorite place to buy Newport and start the savings! Enjoy these 4 Free Pack Coupons, it's our Pleasure!



SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

Lights Box: 9 mg. "tar," 0.8 mg. nicotine; Medium Box:
12 mg. "tar," 0.9 mg. nicotine; Box: 16 mg. "tar,"
1.3 mg. nicotine av. per cigarette by FTC method.

52953 3817

Take pleasure by storm!



Techno® Storm Lighter

As a smoker of America's #1 menthol, you must have great taste. And now, you can light up your Newport in style. The high-tech design features a large butane fuel tank with finger controlled flame adjustment. Packed in round gift tin.

ZIPPY



Take a smoke break

Pool Ball Ashtray

Add some interesting style and attitude to any coffee table with this ultra-modern ashtray. The design blends a great look with practicality. It's easy to clean and won't stain.

ZIPPY

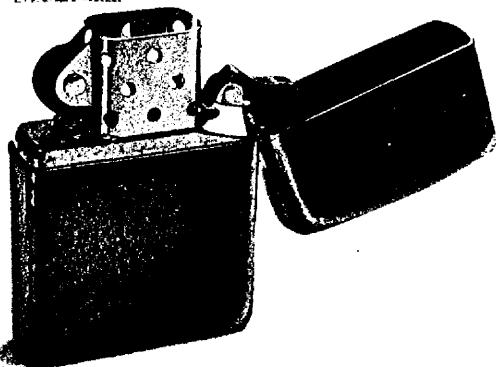
Questions? Call 1-866-899-8903

Fire up the pleasure

Zippo® Lighter

This classic Zippo® will allow you to fire up the pleasure in the rain, snow or wind. It's the mailman of all lighters. Comes in a Spectrum finish that shimmers with rainbow highlights and a windproof chimney design. Since it's a Zippo®, you know it'll last for many seasons to come.

ZIPPY



FREE GIFT!



Free with your first order!

Ashtray

This sleek, smart and small (3") ashtray fits in anywhere.

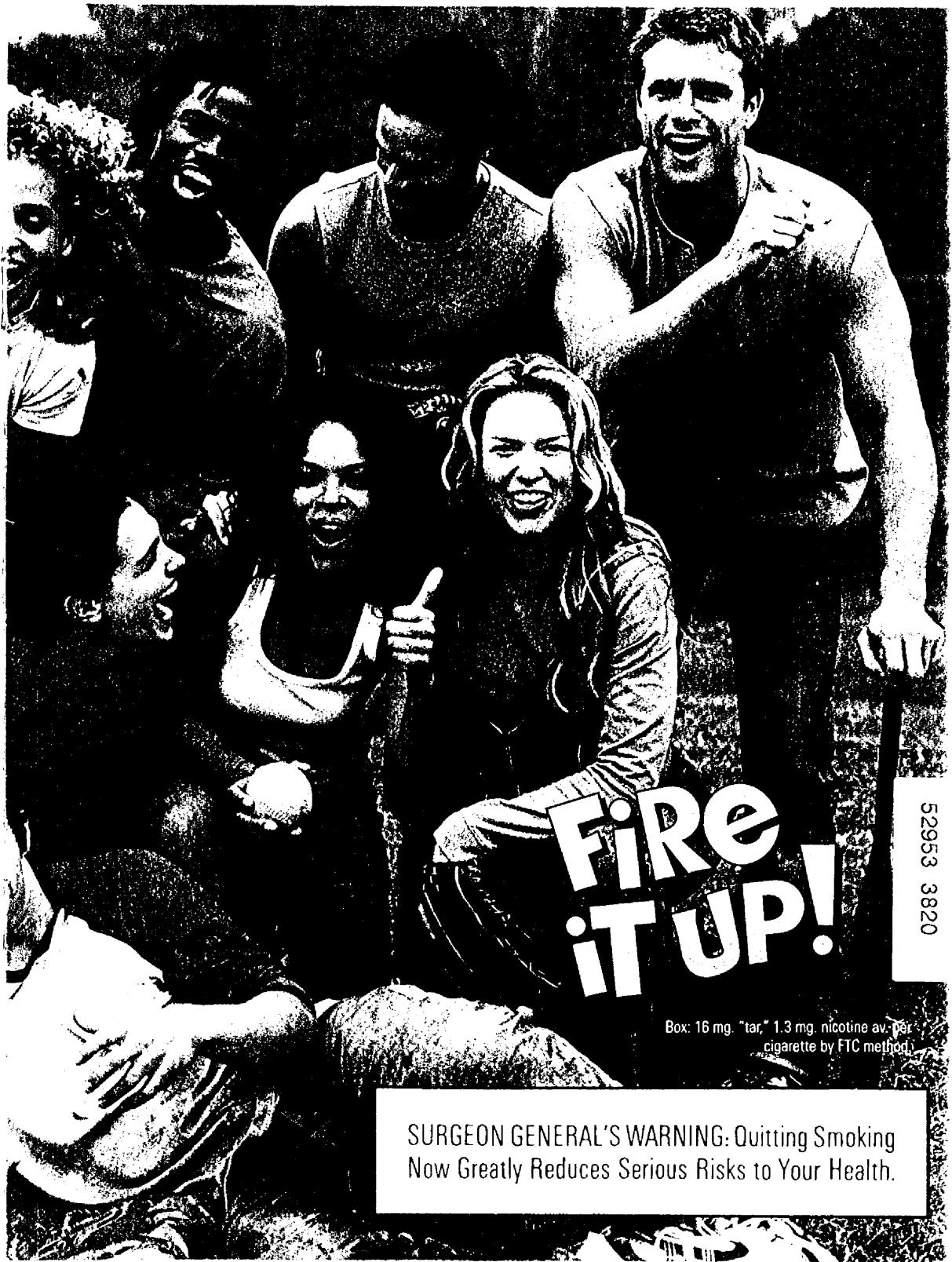
Pleasure is where you find it!

52953 3818

Newport pleasure!



52953 3819

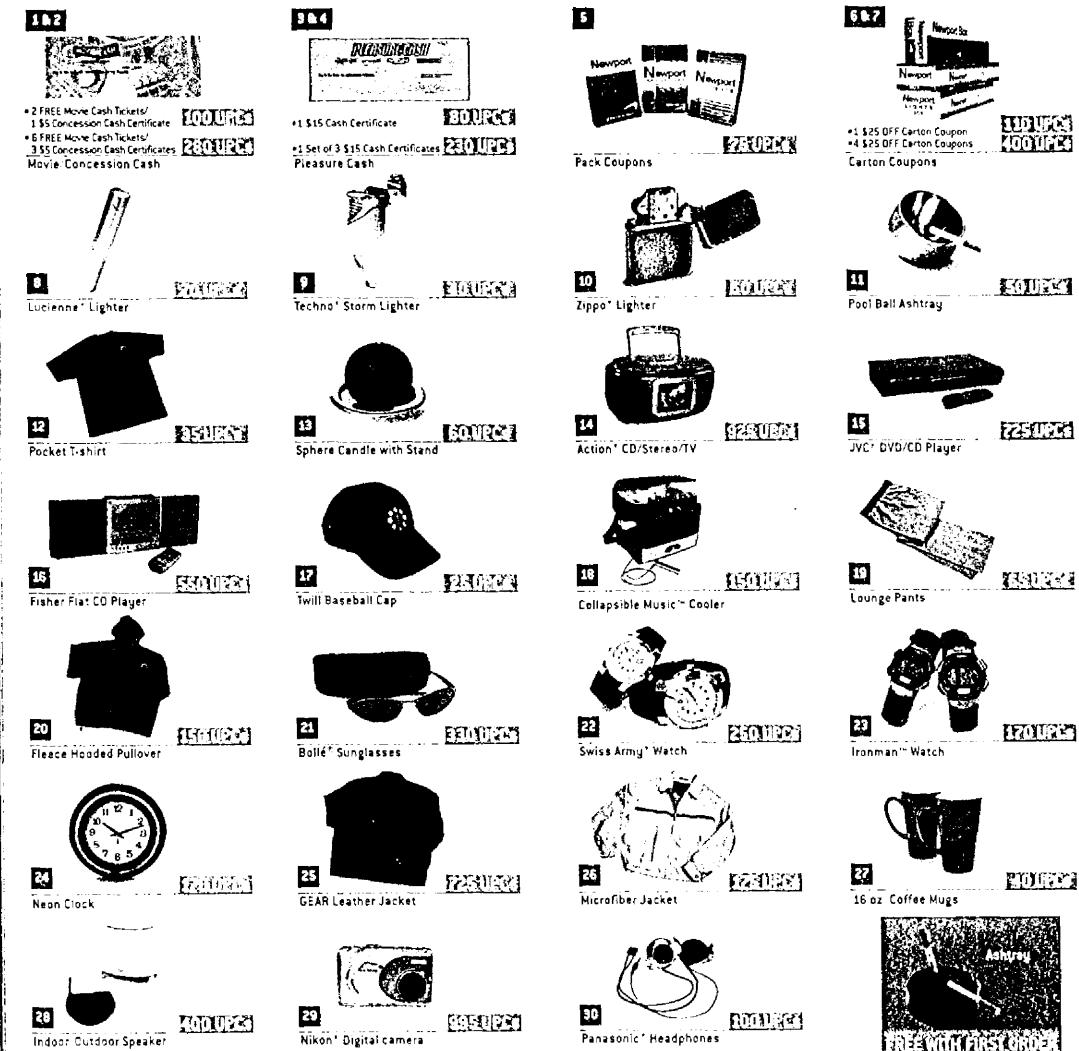


**FIRE
iT UP!**

Box: 16 mg. "tar," 1.3 mg. nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Newport → PLEASURE GOODS The Goods on the Goods



Box: 16 mg. "tar," 1.3 mg. nicotine
av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

Order Form

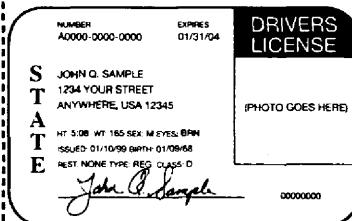
Attention: Government-Issued ID Required

To ensure that only smokers 21 years of age or older participate in the Newport Pleasure Goods Catalog Offer, we're requiring you to send us a legible photocopy of a valid, Government-Issued ID as proof of age.

Please call 1-866-899-8903 with any questions about providing a copy of your valid, Government-Issued ID.

1. PHOTOCOPY YOUR ID.

We require a legible copy of a valid, GOVERNMENT-ISSUED ID as proof of age.



Your ID must include:

- Date of Birth
- Full Name
- Address
- Signature

CUT OUT YOUR PHOTOCOPIED ID AND TAPE HERE.

REQUIRED:

Please securely affix a legible copy of the FRONT of your valid, GOVERNMENT-ISSUED Identification here. Tape all four sides. Do not staple.

If any of this information appears on the back, please copy both sides. We only need a photocopy of a Government-Issued ID showing your name, address, signature and date of birth. You may cross out any information other than your name, address, signature and date of birth, that you do not want to share.

Your privacy: Lorillard Tobacco Company maintains strict consumer information privacy policies reflecting our commitment to respect and protect the privacy of our consumers. For a copy of our privacy policy, please call 1-877-744-1234.

30791

If any of the required information appears on the BACK, please securely affix a legible copy of the BACK of your valid, GOVERNMENT-ISSUED Identification here. Tape all four sides. Do not staple.

2. Fill In Name and Address

(No nicknames or abbreviations, please.)

We can not deliver to P.O. Boxes. Please provide a street address below.

IMPORTANT - Fill this section out completely

<input type="checkbox"/> Mr.	<input type="checkbox"/> Ms.	<input type="checkbox"/> Mrs.	First Name	MI	Last Name
(Check One)					
Address			Street Address		
			Apt. #		
Address			State	Zip Code	
City					
E-mail Address					

IMPORTANT:

If the information on your ID is not the same as your current name and/or address, please indicate the reason in the exceptions box below.

- Change in marital status
- Legal name change
- Moved
- Use P.O. Box
- Dual residence
- Misspelling
- Nicknames/Abbreviations
- Other: _____

**3. Please sign and complete.
NOT VALID WITHOUT SIGNATURE AND BIRTH DATE!**

By signing, I certify that I am a smoker, at least 21 years old and want to receive cigarette coupons, premiums and other promotional offers in the mail. I understand that giving false information to qualify for these offers may violate the law.

Signature (REQUIRED)

Month	Day	Year	Month	Day	Year
Birth Date (REQUIRED)	19		Today's Date (REQUIRED)	20	

My Usual Brand of cigarettes?

Male Female Phone YOUR DAYTIME PHONE NUMBER WILL ASSIST US IN CONTACTING YOU IF WE HAVE QUESTIONS ON YOUR ORDER

4. Complete the Order Form below.

• Include the correct number of Newport "GOODS" UPCs. **LIMIT 5 ITEMS.**

• Use the chart to determine shipping and handling fees.

• Include a check or money order payable to: Newport Pleasure Goods (no cash please).



"CASH" (\$1.00 shipping/handling required for each "cash" item.)

1. MOVIE AND CONCESSIONS CASH, 2 FREE TICKETS & ONE \$5.00 CONCESSION CASH CERTIFICATE	100
2. MOVIE AND CONCESSIONS CASH, 6 FREE TICKETS & THREE \$5.00 CONCESSION CASH CERTIFICATES	280
3. PLEASURE CASH, ONE \$15.00 CERTIFICATE	80
4. PLEASURE CASH, THREE \$15.00 CERTIFICATES	230

SMOKIN' GOODS (\$1.00 shipping/handling required for each smokin' goods item.)

5. NEWPORT COUPONS, FOUR FREE PACK COUPONS	75
6. NEWPORT COUPON, ONE \$25.00 OFF CARTON COUPON	110
7. NEWPORT COUPONS, FOUR \$25.00 OFF CARTON COUPONS	400
8. LUCIENNE LIGHTER	70
9. TECHNO STORM LIGHTER	40
10. ZIPPO SPECTRUM LIGHTER	60
11. POOL BALL ASHTRAY	50

TOTAL "CASH" AND SMOKIN' GOODS

SHIPPING AND HANDLING
(\$1.00 for each item)

PLEASURE GOODS (shipping/handling required - see chart)

12. POCKET T-SHIRT	M/L <input type="checkbox"/> XL <input type="checkbox"/> XXL <input type="checkbox"/>	35
13. SPHERE CANDLE WITH STAND		60
14. ACTION STEREO/CD/TV BOOM BOX		925
15. JVC DVD/CD PLAYER		725
16. FISHER FLAT CD PLAYER		550
17. TWILL BASEBALL CAP		25
18. COLLAPSIBLE MUSIC COOLER		150
19. COTTON LOUNGE PANTS	M <input type="checkbox"/> L <input type="checkbox"/> XL <input type="checkbox"/> XXL <input type="checkbox"/>	65
20. FLEECE HOODED PULLOVER	M/L <input type="checkbox"/> XL <input type="checkbox"/> XXL <input type="checkbox"/>	150
21. BOLLE SUNGLASSES		330
22. SWISS ARMY WATCH	WOMEN <input type="checkbox"/> MEN <input type="checkbox"/>	250
23. IRONMAN TRIATHLON WATCH	WOMEN <input type="checkbox"/> MEN <input type="checkbox"/>	170
24. 12" NEON CLOCK		170
25. GEAR LEATHER JACKET	M <input type="checkbox"/> L <input type="checkbox"/> XL <input type="checkbox"/> XXL <input type="checkbox"/>	725
26. MICROFIBER JACKET	M <input type="checkbox"/> L <input type="checkbox"/> XL <input type="checkbox"/> XXL <input type="checkbox"/>	175
27. 16 OZ. COFFEE MUGS		40
28. INDOOR/OUTDOOR SPEAKER		400
29. NIKON DIGITAL CAMERA		995
30. PANASONIC HEADPHONES		100

TOTAL PLEASURE GOODS

SHIPPING AND HANDLING CHART

	PLEASURE GOODS					CASH	SMOKIN' GOODS
TOTAL GOODS UPCS	1-50	51-100	101-250	251-400	401+	EACH ITEM	EACH ITEM
SHIPPING & HANDLING CHARGE	\$2.00	\$4.00	\$7.00	\$10.00	\$15.00	\$1.00 EACH	\$1.00 EACH

CASH & SMOKIN' GOODS (\$1.00 SHIPPING & HANDLING FOR EACH ITEM)

PLEASURE GOODS (SEE SHIPPING AND HANDLING CHART ABOVE)

TOTAL ITEMS (LIMIT 5 PER PERSON FOR THE DURATION OF THE PROGRAM)

52953 3823

COMPLETE SECTIONS 5-7 ON OTHER SIDE

5. Remember...

- Offer limited to smokers 21 years of age or older.
- Only pack UPCs are accepted. Carton UPCs will not be accepted.
- **LIMIT 5 ITEMS PER PERSON** for the duration of the program.
- Call 1-866-899-8903 with inquiries about your orders.
- Allow 8-12 weeks for delivery.

6. Help us serve you better by answering a few questions for us.

1. What is your Usual Brand of cigarettes?
2. A. Menthol B. Non-Menthol
3. A. Full Flavor B. Medium/Mild C. Lights D. Ultra/Extra Low Tar E. None of these
4. How do you purchase your Usual Brand? A. By the pack B. By the carton
5. Thinking of the last 10 times you bought cigarettes, how many times did you buy your Usual Brand?
6. How long have you been smoking your Usual Brand?
A. Less than 1 Year C. 3 Years E. 5 Years
B. 1-2 Years D. 4 Years F. Over 5 Years
7. When you are not smoking your Usual Brand, what is your Second Choice Brand?

(If you do not have a Second Choice Brand write **NONE** in the space provided.)
8. Approximately how often do you buy your Second Choice Brand?
A. 1-2 times a week C. 1-2 times a year E. I do not have a Second Choice Brand
B. 1-2 times a month D. 1-2 times every few months

7. Send us the following.

- Entire completed order form - including signature and date of birth.
- Photocopy of your valid, Government-Issued ID.
- "GOODS" UPCs
- Request for **NO MORE THAN 5** items for the duration of the program.
- Check or money order payable to:

Newport Pleasure Goods
P.O. Box 390371

El Paso, TX 88539-0371

Questions on your order? Call 1-866-899-8903

OFFER EXPIRES 9/30/03. Your order must be postmarked by that date.

Limited to smokers 21 years of age or older. Pleasure Goods merchandise will be shipped 8-12 weeks from receipt of your completed qualified order. Items will be shipped separately. Not responsible for lost, late, misdirected, mutilated, or postage-due mail. No photocopies or facsimiles of this order form or UPCs will be accepted. No phone orders accepted. Orders are not transferable. Only goods shown in this catalog are available through this order form. Maximum of 5 items per individual for the duration of the program. Excess UPCs will not be returned. If we are precluded at any time in the future from accepting your order, we will return your entire order. Orders will be rejected if signature, date of birth, and/or legible copy of Government-Issued Identification are not provided. Offer good only in U.S.A. Void in Kansas and wherever else prohibited or restricted by law. Offer void to employees of Lorillard Tobacco Company and its agencies. No group's or organization's orders will be honored. We reserve the right to substitute items of equal or greater value. Offer good while supplies last. Supplies are limited, so order quickly. Theft, diversion, reproduction, transfer, sale or purchase of UPCs are prohibited and constitute fraud. Fraudulent submissions could result in federal prosecution under the U.S. Mail Fraud Statutes (18 United States code, Section 1341 and 1342) or similar laws.

52953 3824

Scritto



Pleasure is where you find it!

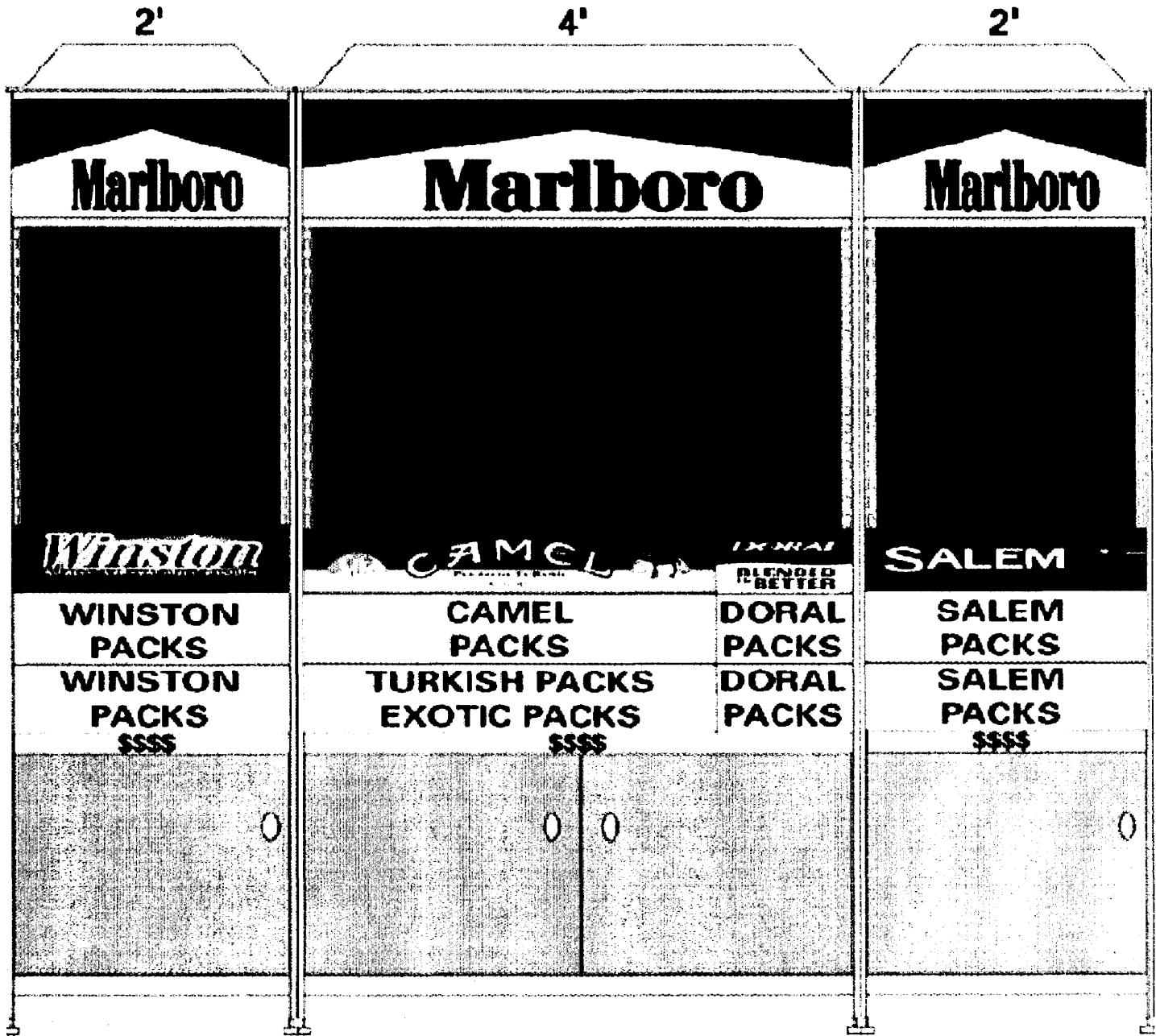
52953 3825

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

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Box: 16 mg "tar," 1.3 mg nicotine
av. per cigarette by FTC method.

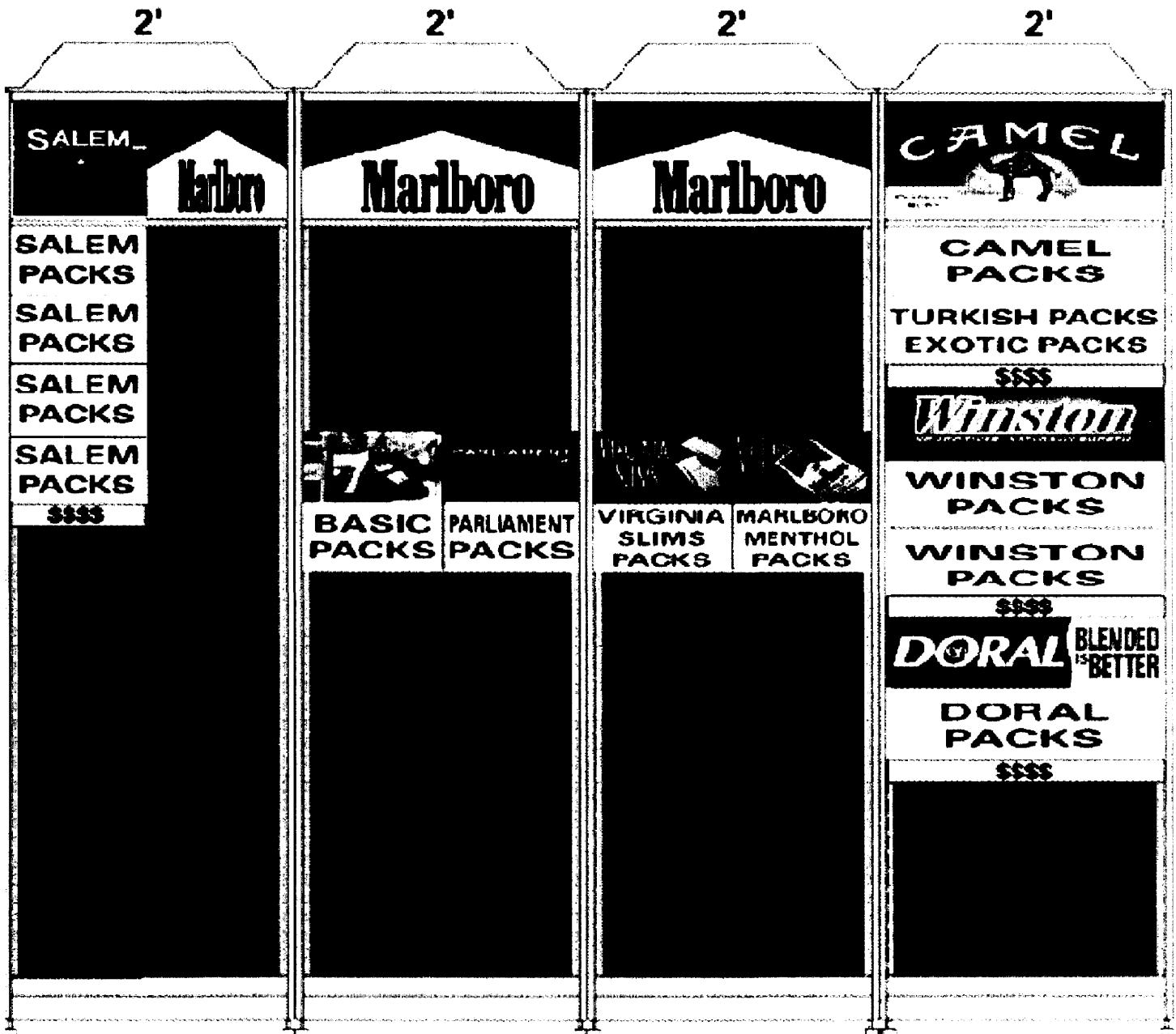


Ronda

NYC

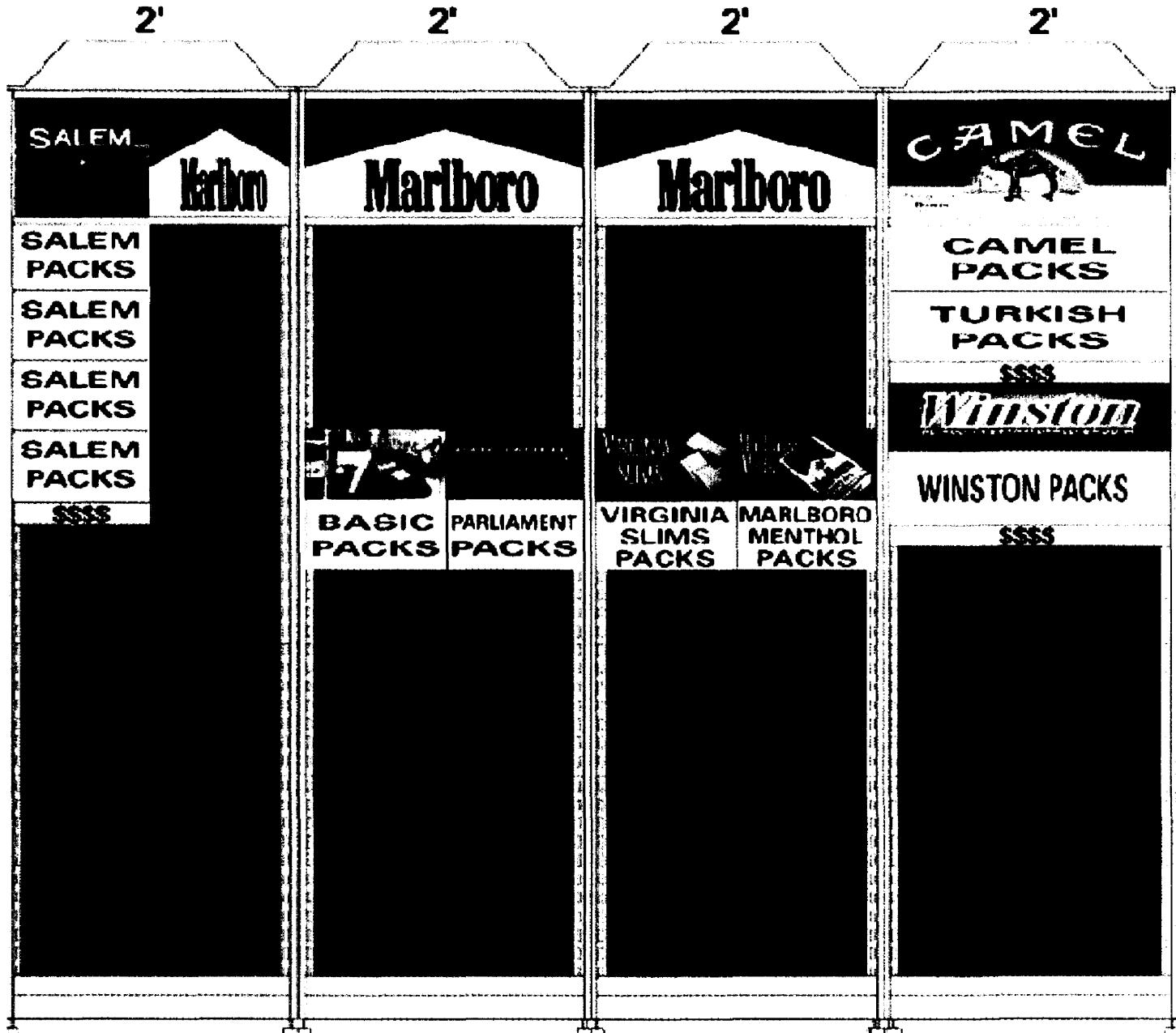
SALEM STATES
RJRT 12 Ft. PM CMO-3-H

52953 3826



SALEM STATES
RJRT 9 Ft. PM CMO-3-V

52953 3827



**SALEM STATES - W/O DORAL
RJRT 6 Ft. PM CMO-3-V**

52953 3828

GSO → Return Rider 4/10/03

142537

16 calls made - 2 not contracted

- Call made sun
3/31 - night
behind rep in
6 calls.

Product Availability

- No oos on Green Label -
- 11 out of 14 calls w/ BL distribution (78.5%)

Presence

- No old POS observed
- In 14 contracted calls 9 had some Salem POS (new) - 64%
- 2 Dual Visions in 14 calls (14%)
- 2 Easels placed in 14 calls (14%)
- No PDI placements observed
- 1 temp display for Salem observed w/ old product / multiple tool temp displays do

Merchandising

- Of the 8 fixtures that appeared to be re-set 5 had proper positioning per RBI guidelines 3 did not.
- None of the stores had been tagged
- In stores without a back bar Salem did not have displays yet Monarch & other RJRT brands did
- In 2 of the split fixtures w/ Doral it appeared Salem adn wa stuck partially behind Doral's.
- A few stores need total resets of back bar to accommodate BL styles

52953 3829

Pricing

- 8 stores had the proper strategy implemented 6 did not
- Disadvantaged to Newport in 4 stores
to Kool in 9 stores

↳ True Buy less Money

Parity: Newport 5
Kool 2

Adv. Newport 2
Kool 0

Old Product

- For the most part old product was discounted however there was only 1 store where a supplement display was observed.
- Pricing for old style product was observed in 10 other locations
- Discount by surprise

Plummer, Ronda

From: O'Connor, Lori M.
Sent: Thursday, April 17, 2003 6:33 PM
To: 1700 - Pittsburgh Region; Swoope, Timothy M. <DRS>
Cc: Qualkinbush, D. A. <RM> 1733; Battle, Herbert Jr. <DM> 1733; Cook, Floyd E.; Plummer, Ronda
Subject: Cleveland Retail Trip

Hi Tim,

First I would like to thank you for arranging the trip to Cleveland with Herb and Dave. The market visit along with the input provided by Herb and Dave and the reps was invaluable. I was able to make 32 calls in the day and ½ I was there. Overall the marketplace was in **very good shape** from an RJRT and Salem perspective.

Product Availability:

Excellent stock levels on RJRT brands. There were very few out of stocks encountered. Salem Black Label distribution was strong, the effort behind pre-booking and selling in the product is noticeable in the market. Topp's and Giant Eagle have some problems with Black Label distribution but Renee is aware of it and working on it according to Dave. There were absolutely no out of stocks on Green Label - OUTSTANDING!

Presence:

All of the POS was changed over for all the brands, there was no old POS observed on any of the brands. It is still very early in the launch of Salem but good use has been made of dual-visions, easels, and pack-a-trons in independent calls. Roughly 40% of the calls contacted had one of the presence pieces. There does seem to be some opportunity for placement of presence items in chain calls. I am going to follow up with the AE's regarding presence for Salem in Speedway and BP-Connect stores. It is critical to the re-launch of Salem that we have at least one presence piece that explains to consumers the black and green story whether it is an easel, back bar POS or a 2X2 pricer.

Merchandising:

The division has made serious progress in merchandising Salem on the fixtures. What is needed is fine tuning, especially in chain calls. Ensuring Salem is in the proper position per the state guidelines. Ensuring Black Label is merchandised within the sets. It is important that both Black Label and Green Label are visible to the consumer. In smaller sets we discussed moving Salem Ultra lights to a satellite or less visible space to make room for the four new Black Label styles. My only concern is that there does not seem to be a sense of urgency from the chain selling side to communicate the proper position of Salem to the retail side, or to have part time people reset the fixtures. We had agreed that this would be completed by 4/1. With the way we change priorities I am afraid if re-merchandising waits too long we just won't get to it for Salem. Another opportunity is to have the green gel placed on the fixtures, this is important to the brand to differentiate our space and takes minimal time to install.

Old Product:

There was minimal old product in 23 of the calls. Nothing alarming by any means and it is primarily Ultra Lights and Slide Box products. The product was couponed in 19 out of the 23 calls. 8 of the stores had either displays or special signage that called out the incremental discount to the consumer. In 11 of the stores it was discount by surprise. I would also request that the reps coupon all the old product, not just some of it, in the store so we can move it through quickly. The window for selling the older graphics will be come smaller as time passes.

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All of the calls had visible price communication on all of our brands on the fixtures - GREAT JOB! 31 of the stores were on strategy, there was only one Mack's store that had the incorrect price on Salem and this appears to be a headquarter problem as the manager even uploaded the price book for us. I was really hoping to see more Salem supplemental signs for discounting such as 2x2, or modular price signs. The brand has been on discount since February and there is minimal supplemental signage in the market in chain calls.

Tim overall the market looked good and the division is clearly working on the priorities for April.

Looking forward to Pittsburgh with Neil next week!

Have a nice Easter.

Lori

52953 3831

Feedback

52953 3832

Plummer, Ronda

From: Young, Mark A. <DRS> 1200
Sent: Thursday, May 22, 2003 7:31 AM
To: Plummer, Ronda
Cc: 1000 - Eastern Sales Area; Young, Mark A. <DRS> 1200
Subject: FW: Chain Merchandising

May 22, 2003

Ronda,

Just a quick note and photos on the 3 chain stores you were in while working with DM Grossberg. These are now up to the standards of NY Metro.

Sincerely,
Mark Young

-----Original Message-----

From: Jackson, Victor <RM> 1223
Sent: Monday, May 12, 2003 2:33 PM
To: Ammirati, Louann F. <DM> 1223
Subject: FW: Chain Merchandising

-----Original Message-----

From: Jackson, Victor <RM> 1223
Sent: Monday, May 12, 2003 2:23 PM
To: Jackson, Victor <RM> 1223
Subject: FW: Chain Merchandising

-----Original Message-----

From: Jackson, Victor <RM> 1223
Sent: Monday, May 12, 2003 2:03 PM
To: Ammirati, Louann F. <DM> 1223
Subject: Chain Merchandising

DM Louann Ammirati

Subject: NY Chain Merchandising

Louann,

In response to the findings after the recent visit from Ronda Plummer and her team from Winston Salem, I have to say that I was that I was truly shocked to say the least. I can say that these chain stores are an isolated case due to the fact that there is not a permanent RR currently in this territory; however that is no reason for these stores to look the way they did. I have since communicated with the Reps who were responsible for the coverage of these accounts, and given them a reminder of the direction that needs to be followed not only in their assignment , but also when handling out of territory coverage. I have contacted the stores that were in disarray with the RR and took steps to correct Ronda's findings. I have included pictures, an idea to help promote Doral Big 2 Pack Deal (price it at 4.76 per pack when you buy 2 packs) and a 5 Step Action Plan which I will review with all 1223 RR's. The pictures included depict a change in the current POG found in account communications for Rite Aid POG's. I really think that we need to re-set this POG to get better presence within our contracted space. I would like to personally apologize for the lack of RR execution and assure you that we will not have anymore of these circumstances moving forward.

Sincerely,

52953 3833

Victor Jackson

	Rite Aid & Duane Reade0016.jpg...		Rite Aid & Duane Reade0024.jpg...		Rite Aid & Duane Reade0026.jpg...		Rite Aid & Duane Reade0028.jpg...		Rite Aid & Duane Reade0031.jpg...		Rite Aid & Duane Reade0019.jpg...		Rite Aid & Duane Reade0020.jpg...
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52953 3834

Plummer, Ronda

From: O'Connor, Lori M.
Sent: Friday, May 23, 2003 4:27 PM
To: Quintero, Mario A. <DM> 2330; Gancedo, Miguel A. <RM> 2330
Cc: Van Horn-Dern, Cheryl <DRS> 2300; Odom, J. Tom; Tucker, Wayne F.; Plummer, Ronda;
Subject: Wood, Samuel T. (Tip)
Miami Retail Visit

First thank you for spending the day and ½ with myself and Tip we really enjoyed our time with you. I truly understand the challenges you are facing in regards to low end competition. Also the challenges you face in lower volume inner city calls. Below is a summary of the calls we visited. We made a total of 42 calls and the non contracted calls we made are not included in this summary.

Product Availability

Of the 37 contracted calls 27% had full distribution of Green Label. There were 6 calls that did not have distribution of the Ultra light styles which are not part of the top 25 required brands. We did encounter OOS on the 5 base styles in 57% of the stores. Black Label had full distribution in 38% of the calls, partial distribution in 35% of the calls, and no distribution in 27% of the calls.

Presence

The division has done a good job of changing over the Salem advertising. All other brands for the most part had also had the POS changed over. Dual Visions were present in 27% of the calls with the majority of the placements on the counter. 30% of the calls had the pack-a-tron. These were also some of the same calls that had PDI placements of 2 x 2 signs (2), Corex (3), Metal (4). The PDI placements were primarily in one assignment with MOS stores. Very little supplemental advertising or PDI was present in general market, especially chain calls.

Of the 29 calls that had back bar sets 83% had been set according to the state guidelines. There is an opportunity to place green gel in the lit fixtures. Only 30% of the lit fixtures had green gel. (Mike there is no existing back order on green gel I checked, maybe they have all shipped in the last few weeks)

Promotion Execution

35% of the stores had the B1G1F but many more had sold out of them. It is clear the division has stressed the importance of picking up the promotions to their retailers. There were quite a few displays and supplemental POS to support the B1's. 70% of the stores had old graphic product. 62% of the stores with old graphic had been couponed with the .40¢ but only 3 stores had a display or POS announcing the incremental discounting to the consumers. It is very important we try and move this old graphic product through retail before consumers begin shopping around for the new graphics. We cannot afford as a company to return this product to W-S. We also need to ensure the consumers are aware of the incremental discounting which makes our price more attractive.

Pricing

23 stores or 62% had the proper PRP strategy implemented. I understand this is a constant battle with the retailers. There were a few chains with incorrect pricing, e.g. Circle K, On the Run, Mobil and Exxon that must have been incorrect for most of this month. It does concern me that chain pricing has not been corrected and we are paying for a deeper discount than we are getting in both chains and independents.

Mario as discussed you have a tough market with numerous challenges, including some personnel performance issues that effected the results above. You have made progress on the Salem introduction but opportunities exist in the areas of distribution, pricing, presence and old graphic promotion which hopefully you will have time to address in the near future.

52953 3835

Plummer, Ronda

From: Plummer, Ronda
Sent: Monday, May 05, 2003 10:59 AM
To: Joyner, Gwen B.
Subject: NY Chain Merchandising

Hey Mark,

Sorry I missed you when you were in last week. Lori and I had planned on coming to Floyd's meeting but we did not get out of the MWSA meeting in time.

I wanted to pass on to you directly and show you the pictures I took in Duane Reed and Rite Aid last week. Neither merchandising set was done according to guidelines. It appeared that Duane Reed had been remerchandised recently but old product was mixed with new and old POS was being used ("Tight Blend Richer Taste"). The RJR area in Rite Aid was a real mess with shelves falling down, totally disorganized merchandising and Salem (as well as Winston, Camel) packs were merchandised all across all of the shelves. It was a sharp contrast to the PM and B&W areas that were directly to the left of the RJR area. These was no Salem pricing, and the pricing that was there for the other brands was hard to understand given it's placement. The Doral area at the top of our section was not near as disorganized as was the rest of the rack.

FYI, all of the brand team has been out in the field and it appears we have a concern about the merchandising we have seen in chains in other parts of the country as well. It seems to me that there is some type of communication issue that is delaying our ability to get this done. My concern is that April and May are Salem focus periods and we don't have much more time when Salem will be the focus. Given all the Field has to focus on, I worry that it won't happen if not now.

I have attached the pictures I took as reference. I have also shared them with Richard Cross so I wanted you to have them too. I must reiterate that the independents in both the Bronx and in Queens *looked great!* Tim, Steve and their folks have done an outstanding job in those stores where room to do anything is at a premium.

Any help you can give us on this chain issue will be greatly appreciated.

Thanks.

Ronda

5/5/03

*Sent to Mark Young
with pictures*

52953 3836

Plummer, Ronda

From: Soyars, Michelle B.
Sent: Friday, May 02, 2003 2:24 PM
To: Fitzin, Thomas J.; Cook, Floyd E.
Cc: Fasciani, Carlo E. <DM> 1130; Nelson, Pamela J. <RM> 1130; Kane, Richard F. <DRS> 1100; Plummer, Ronda; O'Connor, Lori M.; Watson, Charles E.
Subject: Salem Trip Report - Boston Region/New Bedford Division

Thanks for arranging the trip this week for me to Boston to work with Carlo and Pam - the market looked **very good** overall, and it's exciting to see Salem on the landscape again. We made 22 calls in the one day I was there (yes, I am shooting for the record, so let me know how I'm doing!). Almost all of the calls were inner city MOS stores. As a quick recap:

Product availability:

Old packaging presence was minimal, and mixed across styles although mostly on old Slidebox product. In almost every case, the old packaging had been removed from the fixture, priced appropriately and visibly, and placed in a secondary display.

There were several instances where the prebooks had been ordered but ad not yet come in on some styles, mostly black label, leading to a few distribution voids. I understand the wholesalers are backed up filling buysome promotions right now. Carlo and Pam were working to try to get these styles shipped in (some fear that by the time they shipped, they would fill beyond the short-term need, filling several requests at once and we might end up with a backup in store). Green Label Slims and UltraLights were also out in about half of the calls - unsure whether these were true out of stocks or if they did not normally carry these styles, but it could be an opportunity for us.

Although most retailers either knew or could guess the difference between Black Label and Green Label, I think this is something we should continue to reinforce with them. Also, we should make sure that at least one piece that calls this out (the easel, the dual vision, the 2x2 pricer) is in every call.

Heard no issues regarding the franchise transition.

Merchandising/Presence:

Outstanding merchandising execution - particularly in independents. I saw new POS all day long (and it looked **great** - really pops). We were in secondary position in the MOS calls, and displays were in very visible locations. Price communication was 100%.

Use of secondary PDI pieces was also very effective - although we did talk about whether or not a single low volume call would demand both the dual vision and the packatron (some calls were 50 ctns a week and a little "Salem overload" - can you believe a marketing person said that?).

There was one issue with a rep that seemed to have gotten a hold of the 22 state POS versus the 28 state, but Pam and Carlo are checking on it (some pieces in his calls did not have the packs on it), and are going to reinforce with reps to only order GL/BL POS versus the national look. We might want to consider not making it available to order in the 28 states just so there is no confusion (and not making the BL/GL POS available in the 22).

There was some question in Cumberland Farms and Hess regarding the merchandising set: Salem is in 4th position, regardless of MOS indicator. I was told that the KAMs had specifically requested that these chains not be revised to move Salem into 2nd or 3rd position due to recent other planogram changes. This is contrary to the current strategy.

Pricing:

As I mentioned above, all of the calls had visible price communication on all of our brands on the fixtures - **GREAT JOB!** The \$10 had already been implemented in all of the calls we were in. We did see some new activity on Kool - they had added anywhere from .05 to .15 per pack over the \$1.00 to still be advantaged.

There was some discussion that the new pricing strategy was causing some rework to the old style packaging where it was priced with the dead net price rather than the discount amount, but the reps were making coverage to get this implemented quickly. Also a comment from a couple of retailers on "buying down" their existing inventory, but it did not seem to be a big issue.

52953 3837

Promotion:

The B1G1F was seen in only 6 of the calls we were in, and a couple of chains had letters indicating it was not actually planned in their chain until the week of 5/4 (two weeks later than our internal DTS). In addition, I continue to be amazed at how little space there is to effectively communicate or execute the promotions - most of the time they were either on the floor in a box or in a "congo line" of other B1G1Fs. We saw it actually in the display in only one or two stores. The POS seemed to be getting trashed when the offer was opened. Carlo and Pam are working on getting better VAP communication, but it looks like a tough battle.

Overall the market looked good and the division is clearly working on the priorities for April and May.

Looking forward to Providence later in May. Thanks again for the opportunity. Feel free to call with questions.

Michelle

52953 3838

Plummer, Ronda

To: Gillespie, Timothy <DM> 1222; Grossberg, Steven <DM> 1229
Cc: Young, Mark A. <DRS> 1200; O'Connor, Lori M.
Subject: NY Retail Ride

Tim and Steve,

Thanks so much to both of you for taking time out of your schedules this week to ride retail with me. Both days were great and I was overall very impressed with how Salem looks in both the Bronx and in Queens. FYI, I made a total of 55 calls over the two days (Tim, Steve and I made 38 calls - smile) so I feel like I got a very good overview of the situation.

In short, distribution was good, merchandising was great, especially in the independents, and there was strong usage of supplemental POS and PDI both inside and outside of the stores I saw. As you know it was somewhat difficult to get much out of our conversations with the retailers (given the language challenges), however, my sense of it was that they were aware of the new Salem, and that they understood the proposition. Very little soft pack and old Slide box was left in the market, and everything that was left was couponed. In some cases, we probably need to get that old product back on a temporary display given that it is priced to move out quickly.

Pricing execution was overall good and I was glad to see that you guys have already begun to implement the \$10 price point.

I will follow-up on some of the issues you guys brought to my attention and get back to you to discuss as we come up with potential solutions.

Thanks again and keep me posted on how things are going.

Ronda

52953 3839

Plummer, Ronda

From: Irvin, Debbie A. on behalf of Cook, Floyd E.
Sent: Tuesday, April 29, 2003 3:42 PM
To: Plummer, Ronda; O'Connor, Lori M.
Subject: FW: Salem Suggestions

Lori & Ronda, suggestions on Salem during dinner with Reps. last week.

Debbie Irvin for Floyd Cook

-----Original Message-----

From: Blanchfield, Debra M. <RR> 1123
Sent: Friday, April 25, 2003 12:23 AM
To: Cook, Floyd E.
Subject: Salem Suggestions

Dear Floyd,

I really enjoyed meeting you, I would like to thank you for a wonderful meal with terrific conversation. I appreciate your interest in my thoughts on the company Salem campaign.

I believe in order to get more consumer awareness we need to get the support on all evening and night personal at retail level. Most consumers make their purchase of tobacco products on there way home from work after 5:00 PM or while at night when they are going to the clubs or parties with friends. With the challenged retail managers face at store level it is sometime very difficult for the manager or day shift personal to relay our new proposition to all store personal. I think we need to get some sort of communication to all personal whether it is a pamphlet on what Salem is and how it's taste compares to competitors products.

I feel we need to get Salem Black Label it's own identity with an easel card to heighten the awareness of black label difference to the consumer. Examples Salem has moved to the other side, Salem pleasure or a concept of Salem with a night and day type logo. As we continue I think more store conversion on Salem with an outside agency needs to be attacked to give the consumers that trial pack with name generation to follow with a heavy flow of coupons thought the mail.

The consumer feels that the Salem blend has changed with this new packaging, we need to assure them it has not. I believe their perception of taste has changed due to the box perhaps keeping the product fresher with less air being exposed to the cigarettes this may have caused a reason for the consumer to taste a difference and believe we have changed the blend.

At retail today I don't see our PRP rates attracting competitive smokers, due to the fact that the competition has an equal or higher rate of discounting on there product so there is no draw to Salem. I think the insert are great but we are not getting our message to the competitor smoker. If we heavy up with Salem B1G1 with an insert it may get a competitive smoker to purchase Salem and if they read the insert I think we may have a chance to change their buying patterns.

There is still some confusion at retail with employees not being able to read the packs of Salem perhaps if enhance the words with a bolder print it may make it easier for the retailer personal to read.

I want to say I love the new graphics on Salem and I feel a lighted RBI fixture look great with the green gel, it really brings you into the orb of Salem.

Thank you for your time and attention.

Debbie Blanchfield
79343

52953 3840

Plummer, Ronda

From: O'Connor, Lori M.
Sent: Thursday, April 17, 2003 6:33 PM
To: 1700 - Pittsburgh Region; Swoope, Timothy M. <DRS>
Cc: Qualkinbush, D. A. <RM> 1733; Battle, Herbert Jr. <DM> 1733; Cook, Floyd E.; Plummer, Ronda
Subject: Cleveland Retail Trip

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Excellent stock levels on RJRT brands. There were very few out of stocks encountered. Salem Black Label distribution was strong, the effort behind pre-booking and selling in the product is noticeable in the market. Topp's and Giant Eagle have some problems with Black Label distribution but Renee is aware of it and working on it according to Dave. There were absolutely no out of stocks on Green Label - OUTSTANDING!

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Tim overall the market looked good and the division is clearly working on the priorities for April.

Looking forward to Pittsburgh with Neil next week!

Have a nice Easter.

Lori

52953 3841

Completed Forms

52953 3842

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s):

RJRT Field Sales Region/Division:

RJRT Field Sales Attendee(s):

Date:

Picture #

Store Name:

Address:

City:

State:

Product availability

Green Label:

FF FF 100's Lts. Lts.100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts.100's

List Out of Stocks: (Only applies to styles normally carried by retailer) _____

Presence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes No

Other PDI (Interior) _____ (Exterior) _____

Is Salem Merchandised on back bar? Yes No No Back Bar

-If yes, are we in proper position based on state guidelines? Yes No

-Green gel used? Yes No

Promotion Execution

B1G1F Yes No Easel Wobbler Poster Display

Silver Label Yes No Easel Wobbler Poster Display

Is old style product available in store? Yes No

If yes, what styles _____

Are they couponed? Yes No

Pricing - Please insert the price per pack for the following styles:

Pack: Salem _____ Kool _____ Newport _____ Marlboro Men _____
Camel _____ Doral _____ Winston _____

Carton (CTS): Salem _____ Kool _____ Newport _____ Marlboro Men _____
Camel _____ Doral _____ Winston _____

List all other competitive and RJRT offers displayed _____

52953 3843

Overall Observations

4.28 Jim Helleape Bronx Division

- Part 1. Great exterior presence w/ use of cork pistoles
e.g. ground mount signs, open close interior also good
- Part 2. Overall good product availability/dispn.
- Part 3. Good merchandising, either on back bar or thru use of flexa metro units (well placed)
- Part 4. Old product consistently couponed. Needs to be in a display where possible. Limited quantities left
- Part 5. Great pricing execution
 - b. Old POS donor. Exceptions push/pull and business hours. Can we replace those pieces?
- Part 6. Big 18 in 8 of 14. Good signage. Generally not in a display. Stores put all promotions on a common shelf. No where else avail.

Grossberg (in addition to above)

- 1. Very little old product left all marked w/ signage

52953 3844

Chains!!
- Cool premium cards slick radio
- Sh. dispn) placement in store
- Our pricing parity or (5%) + cost
- All over bus newspaper
- All 2x2's Doral or Monarch
- Cool high impact displays
and POS everywhere!

Dixi 39-10 Durane Reed
Dixi 1-4 Rita Ade

Salem Brand Marketing Retail Observations

#1

RJRT Marketing Dept. Attendee(s): RTP
RJRT Field Sales Region/Division: Queens
RJRT Field Sales Attendee(s): Grossberg
Date: 4/29/03
Picture # Dixi 2/8-9 Dixi 3/1-2-3

Store Name: Rockland Plaza (Mall)
Address:
City: NY
State: NY

Product availability

Green Label:

FF FF 100's Lts. Lts. 100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts. 100's

List Out of Stocks: (Only applies to styles normally carried by retailer) _____
none

Presence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes No
Cigarette in corner off

Other PDI (Interior) STS wobbler (Exterior) Poster HTA in mall

Kiosk ice cube / gift me
Cool LED brick display

Is Salem Merchandised on back bar? Yes No No Back Bar

If yes, are we in proper position based on state guidelines? Yes No

-Green gel used? Yes No

Promotion Execution

B1G1F Yes No

Easel Wobbler Poster Display

need to be able

Silver Label Yes No

Easel Wobbler Poster Display

to order

Is old style product available in store? Yes No

shelf strip or

If yes, what styles FF85, KU very limited

something to add prononce

Are they couponed? Yes No

Pricing - Please insert the price per pack for the following styles:

Pack: Salem 6³⁵ Kool 6^{.20} Newport 7^{.30} Marlboro Men 6^{.45}
Camel 6^{.55} Doral 5^{.50} Winston _____

Carton (CTS): Salem _____ Kool _____ Newport _____ Marlboro Men _____
Camel _____ Doral _____ Winston _____

List all other competitive and RJRT offers displayed _____

Kool stick radio C-B261F \$12

52953 3845

60 Main Street www.starscientific.com

Grossberg Comments

SL

- * Pay now. Can't prebook that far out. Retailers buy daily. Will work off the car. Face-to-face. How do we get them pd? Ch

→ Change indicator or provide separate voucher for NY-
Don't need \$48, use 30 dayly standard SIS table
Don't pay from indicator NYC daily payt

-
- Move dactg from Gmt to mos to be more aggressive (85+) 1.20
 - Test BL 3 for #12

Offer has control of BIGF's - not as

NY Reps need extra factors for promo.

Juene Forest Hills <sup>part w/
signage</sup> Shane Reed / Rita Ade a mess
need to goose BL NOW!!
SL - NY cannot prebook these kinds of stores

- VAP display/POS deals on shelves w/o signage
 - no place for display
 - not getting POS from wholesalers
 - give reps extra pieces

Grand lowest → Deal too small for 2 pk deal to work Exp
vs other deals in store \$11.00 for 2

- Monarch lowest price in store. Keying out 4th tier

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): RTP
 RJRT Field Sales Region/Division: Queens
 RJRT Field Sales Attendee(s): Grossberg, DM
 Date: 4.29.03
 Picture # Disc 3/4

Store Name: Gft & Card Clare Rockon
 Address: Rockon Plaza Mall Plaza
 City:
 State: NY

Product availability

Green Label:

FF FF 100's Lts. Lts. 100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts. 100's

List Out of Stocks: (Only applies to styles normally carried by retailer)

nonePresence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes No

Other PDI (Interior) Bureau (Exterior) W/A

Is Salem Merchandised on back bar? Yes No No Back Bar

-If yes, are we in proper position based on state guidelines? Yes No

-Green gel used? Yes No

Promotion Execution

B1G1F Yes No Easel Wobbler Poster Display

Silver Label Yes No Easel Wobbler Poster Display

Is old style product available in store? Yes No

If yes, what styles _____

Are they couponed? Yes No

Pricing - Please insert the price per pack for the following styles:

Pack: Salem 6 Kool 6 Newport 6 Marlboro Men 45
 Camel 45 Doral 6 Winston 45

Carton (CTS): Salem 6 Kool 6 Newport 6 Marlboro Men 45
 Camel 6 Doral 6 Winston 45

List all other competitive and RJRT offers displayed _____

WB16/F PallMall 6 Doral Big 2 PK Dec Doral B16/F

PallMall B26/F

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): RTP
 RJRT Field Sales Region/Division: Queens
 RJRT Field Sales Attendee(s): Grossberg
 Date: 4/29/03
 Picture #

Store Name: ~~Barsley~~ ~~Barrel Deli~~ grocery
 Address: Guy Brewer 122 B
 City: Queens
 State: NY

30 ctns/wk
 One gtr no contract
 no pricing signage

Product availability

Green Label:

FF FF 100's Lts. Lts. 100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts. 100's none in store

List Out of Stocks: (Only applies to styles normally carried by retailer)

No BlPresence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes No

Other PDI (Interior) _____ (Exterior) old oil posters ok

ad outside

need ability
to put in place
and price Salem
for

Poster near

Is Salem Merchandised on back bar? Yes No No Back Bar

Newport
only back
bar display

-If yes, are we in proper position based on state guidelines? Yes No

-Green gel used? Yes No

Promotion Execution

B1G1F Yes No Easel Wobbler Poster Display

Silver Label Yes No Easel Wobbler Poster Display

Is old style product available in store? Yes No

If yes, what styles SSL, 2 UTS

Are they couponed? Yes No SSL plus poster display

Pricing - Please insert the price per pack for the following styles:

Pack: Salem 7⁵⁰ Kool 6¹⁰ Newport 6¹⁵ Marlboro Men _____

Reel
Mall
5²⁰

Carton (CTS): Salem _____ Kool _____ Newport _____ Marlboro Men _____

Camel _____ Doral _____ Winston _____

Camel _____ Doral _____ Winston _____

List all other competitive and RJRT offers displayed _____

Newport / Kool 2x2

Salem Brand Marketing Retail Observations

#14

RJRT Marketing Dept. Attendee(s): RTP

RJRT Field Sales Region/Division: Queens

RJRT Field Sales Attendee(s): Grossberg

Date: 4.29.03

Picture #

Store Name:

Address:

City: NY

State: NY

Steven Brownell Jr.

Product availability

Green Label:

FF FF 100's Lts. Lts.100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts.100's

List Out of Stocks: (Only applies to styles normally carried by retailer)

Gel Lts - waiting for inventory

Presence

POS - Has all old advertising been removed? Yes No Dual Vision Yes Counter Back bar No Easel Yes No Pack-a-tron Yes No *not selling Salem
before they are
now they are*Other PDI (Interior) penny bags (Exterior) poster, coreyIs Salem Merchandised on back bar? Yes No No Back Bar -If yes, are we in proper position based on state guidelines? Yes No -Green gel used? Yes No

Promotion Execution

B1G1F Yes No Easel Wobbler Poster Display Silver Label Yes No Easel Wobbler Poster Display Is old style product available in store? Yes No If yes, what styles PM85 HUT 100Are they couponed? Yes No on display or counterPricing- Please insert the price per pack for the following styles:Pack: Salem 6²⁵ Kool 1²⁵ Newport 6⁴⁰ Marlboro Men 6⁶⁰
Camel 1⁵⁰ Doral 5⁶⁰ Winston _____Carton (CTS): Salem _____ Kool _____ Newport _____ Marlboro Men _____
Camel _____ Doral _____ Winston _____

List all other competitive and RJRT offers displayed _____

52953 3849

**Chain*

Salem Brand Marketing Retail Observations

#5

RJRT Marketing Dept. Attendee(s): *RTH*
RJRT Field Sales Region/Division: *Queens*
RJRT Field Sales Attendee(s): *Grosberg*
Date: *4/29/03*
Picture # *Dixi 3/5*

Store Name: *7/11*
Address: *Liberty Street*
City: *NY*
State: *NY*

Product availability

Green Label:

FF FF 100's Lts. Lts. 100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts. 100's

List Out of Stocks: (Only applies to styles normally carried by retailer) _____

none

Presence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes No

Other PDI (Interior) _____ (Exterior) _____

Is Salem Merchandised on back bar? Yes No No Back Bar

-If yes, are we in proper position based on state guidelines? Yes No

-Green gel used? Yes No

Promotion Execution *6/1 only*

B1G1F Yes No Easel Wobbler Poster Display *almost gone*

Silver Label Yes No Easel Wobbler Poster Display

Is old style product available in store? Yes No

If yes, what styles *L85 SSL*

Are they couponed? Yes No

Pricing- Please insert the price per pack for the following styles:

Pack: Salem *6.04* Kool *1.46* Newport *1.46* / *6.19* Marlboro Men *6.19*
Camel *6.14* Doral *5.84* Winston *6.14*

Carton (CTS): Salem _____ Kool _____ Newport _____ Marlboro Men _____
Camel _____ Doral _____ Winston _____

List all other competitive and RJRT offers displayed _____

*C. B261F Marl
ment B261F*

52953 3850

26

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): RTP
 RJRT Field Sales Region/Division: Queens
 RJRT Field Sales Attendee(s): Groberg
 Date: 4.29.03
 Picture #

Store Name: Al-Amin Grec & Hallal
 Address: 111-09 Liberty
 City: NY
 State: NY

Product availability

Green Label:

FF FF 100's Lts. Lts. 100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts. 100's no new anything

List Out of Stocks: (Only applies to styles normally carried by retailer) _____

Presence

POS - Has all old advertising been removed? Yes No posters outside

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes No carries very little

Other PDI (Interior) _____ (Exterior) _____

Is Salem Merchandised on back bar? Yes No No Back Bar

-If yes, are we in proper position based on state guidelines? Yes No

-Green gel used? Yes No

Promotion Execution

B1G1F Yes No Easel Wobbler Poster Display

Silver Label Yes No Easel Wobbler Poster Display

Is old style product available in store? Yes No

If yes, what styles 1pk SPK FF

Are they couponed? Yes No

Pricing- Please insert the price per pack for the following styles:

Pack:	Salem	Kool	Newport	Marlboro Men
	Camel	Doral	Winston	

Carton (CTS):	Salem	Kool	Newport	Marlboro Men
	Camel	Doral	Winston	

List all other competitive and RJRT offers displayed _____

52953 3851

#7

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): RTP
RJRT Field Sales Region/Division: Queens
RJRT Field Sales Attendee(s): Grossberg
Date: 4.29.03
Picture # 6 Disc 3

Store Name: Superior烟店 1
Address: 111½ Liberty
City: NY
State: NY

Product availability

Green Label:

FF FF 100's Lts. Lts. 100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts. 100's

List Out of Stocks: (Only applies to styles normally carried by retailer) _____

Presence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes No

Other PDI (Interior) _____ (Exterior) *cart (odd shape a problem)*

2 poster

Is Salem Merchandised on back bar? Yes No No Back Bar

-If yes, are we in proper position based on state guidelines? Yes No

-Green gel used? Yes No

Promotion Execution

B1G1F Yes No

Easel Wobbler Paster

outside

Display

Silver Label Yes No

Easel Wobbler Paster

Display

*still in
ctr. display
on floor*

Is old style product available in store? Yes No

If yes, what styles FF 100 (4) VLT 2

Are they couponed? Yes No and on display

Pricing - Please insert the price per pack for the following styles:

Pack: Salem 625 Kool 625 Newport 645 Marlboro Men 610
Camel 656 Doral 5 Winston _____

Carton (CTS): Salem _____ Kool _____ Newport _____ Marlboro Men _____
Camel _____ Doral _____ Winston _____

List all other competitive and RJRT offers displayed _____

Pall Mall 580

Exotics 775 ! by poster

Monarch 515

Winston 161P

52953 3852

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): RTP
 RJRT Field Sales Region/Division: Queens
 RJRT Field Sales Attendee(s): Grossberg
 Date: 4.29.03
 Picture #

Store Name: Liberty Grocery
 Address: 110-18
 City: NY
 State: NY

Mess

Product availability

Green Label:

FF FF 100's Lts. Lts.100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts.100's

List Out of Stocks: (Only applies to styles normally carried by retailer) _____

Presence

POS - Has all old advertising been removed? Yes No old posters on counter

Dual Vision Yes Counter Back bar No

Easel Yes No no place to put

Pack-a-tron Yes No

Other PDI (Interior) _____ (Exterior) posters, open/close

Is Salem Merchandised on back bar? Yes No No Back Bar

-If yes, are we in proper position based on state guidelines? Yes No

-Green gel used? Yes No

Promotion Execution

B1G1F Yes No Easel Wobbler Poster Display

Silver Label Yes No Easel Wobbler Poster Display

Is old style product available in store? Yes No

If yes, what styles _____

Are they couponed? Yes No

Pricing. Please insert the price per pack for the following styles:

Pack:	Salem <u>6²⁵</u>	Kool _____	Newport <u>6⁵⁰</u>	Marlboro Men _____
	Camel <u>6⁵⁰</u>	Doral _____	Winston <u>6⁵⁰</u>	

Carton (CTS):	Salem _____	Kool _____	Newport _____	Marlboro Men _____
	Camel _____	Doral _____	Winston _____	

List all other competitive and RJRT offers displayed _____

Turkish Light

Evo B1G1F

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): RTP
 RJRT Field Sales Region/Division: Queens
 RJRT Field Sales Attendee(s): Grossberg
 Date: 4/29/03
 Picture #

Store Name: Vinal Stationery
 Address: 111 - Liberty
 City: NY
 State: NY

Product availability

Green Label:

FF FF 100's Lts. Lts. 100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts. 100's

List Out of Stocks: (Only applies to styles normally carried by retailer)

PresencePOS - Has all old advertising been removed? Yes No Dual Vision Yes Counter Back bar No Easel Yes No Pack-a-tron Yes No

Other PDI (Interior) _____ (Exterior) _____

Is Salem Merchandised on back bar? Yes No No Back Bar *plexiglass units*-If yes, are we in proper position based on state guidelines? Yes No -Green gel used? Yes No Promotion ExecutionB1G1F Yes No Easel Wobbler Poster Display Silver Label Yes No Easel Wobbler Poster Display Is old style product available in store? Yes No If yes, what styles *SBX PR & 106's* *10 pks total*Are they couponed? Yes No *in display \$14.00*Pricing- Please insert the price per pack for the following styles:

Pack:	Salem <u>640</u>	Kool <u>625</u>	Newport <u>640</u>	Marlboro Men <u>don't sell</u>
	Camel <u>150</u>	Doral <u></u>	Winston <u></u>	

Carton (CTS):	Salem <u></u>	Kool <u></u>	Newport <u></u>	Marlboro Men <u></u>
	Camel <u></u>	Doral <u></u>	Winston <u></u>	

List all other competitive and RJRT offers displayed _____

Salem Brand Marketing Retail Observations

10

RJRT Marketing Dept. Attendee(s): *RTT*
RJRT Field Sales Region/Division: *Queens*
RJRT Field Sales Attendee(s): *Grossberg*
Date: *4.29.03*
Picture #

Store Name:
Address:
City: *NY*
State: *NY*

Sweet Deli & Grocery

Product availability

Green Label:

FF FF 100's Lts. Lts.100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts.100's

List Out of Stocks: (Only applies to styles normally carried by retailer) _____

Presence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes No

Other PDI (Interior) *posters* (Exterior) *posters* *confetti* *one sheet*

Is Salem Merchandised on back bar? Yes No No Back Bar

-If yes, are we in proper position based on state guidelines? Yes No

-Green gel used? Yes No

Promotion Execution

B1G1F Yes No Easel Wobbler Paster Display

Silver Label Yes No Easel Wobbler Paster Display

Is old style product available in store? Yes No

If yes, what styles _____

Are they couponed? Yes No

Pricing - Please insert the price per pack for the following styles:

Pack: Salem _____ Kool _____ Newport _____ Marlboro Men _____
Camel _____ Doral _____ Winston _____

Carton (CTS): Salem _____ Kool _____ Newport _____ Marlboro Men _____
Camel _____ Doral _____ Winston _____

List all other competitive and RJRT offers displayed _____

52953 3855

#11

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): RTP
 RJRT Field Sales Region/Division: Queens
 RJRT Field Sales Attendee(s): Grossberg
 Date: 4/29/03
 Picture #

Store Name: Palm Tree Grocery
 Address: 97th & Liberty
 City: NY
 State: NY

Product availability

Green Label:

FF FF 100's Lts. Lts.100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts.100's

List Out of Stocks: (Only applies to styles normally carried by retailer) _____

Presence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes No

Other PDI (Interior) poster _____ (Exterior) dry corr _____

Is Salem Merchandised on back bar? Yes No No Back Bar

-If yes, are we in proper position based on state guidelines? Yes No

-Green gel used? Yes No

Promotion Execution

B1G1F Yes No Easel Wobbler Poster Display no promos

Silver Label Yes No Easel Wobbler Poster Display for anyone

Is old style product available in store? Yes No

If yes, what styles _____

Are they couponed? Yes No

Pricing - Please insert the price per pack for the following styles:

Pack:	Salem <u>1.25</u>	Kool <u>1.20</u>	Newport <u>1.65</u>	Marlboro Men _____
Camel <u>1.30</u>	Doral <u>.535</u>	Winston _____		

Carton (CTS):	Salem _____	Kool _____	Newport _____	Marlboro Men _____
Camel _____	Doral _____	Winston _____		

List all other competitive and RJRT offers displayed _____

52953 3856

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): RTP
 RJRT Field Sales Region/Division: Queens
 RJRT Field Sales Attendee(s): Grossberg
 Date: 4.29.03
 Picture #

Store Name: Stop/1 Deli/Grocery
 Address: 88-02 Liberty @ 88th
 City: NY
 State: NY

Product availability

Green Label:

FF FF 100's Lts. Lts.100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts.100's

List Out of Stocks: (Only applies to styles normally carried by retailer) _____

Presence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes No

Other PDI (Interior) perntry (Exterior) posters

Is Salem Merchandised on back bar? Yes No No Back Bar *please units*

-If yes, are we in proper position based on state guidelines? Yes No

-Green gel used? Yes No *on coaster*

Promotion Execution

B1G1F Yes No Easel Wobbler Poster Display Canel display

Silver Label Yes No Easel Wobbler Poster Display

Is old style product available in store? Yes No

If yes, what styles _____

Are they couponed? Yes No

Pricing. Please insert the price per pack for the following styles:

Pack: Salem 6²⁵ Kool 6²⁰ Newport _____ Marlboro Men 6⁶⁰
 Camel 1³⁵b Doral _____ Winston _____

Carton (CTS): Salem _____ Kool _____ Newport _____ Marlboro Men _____
 Camel _____ Doral _____ Winston _____

List all other competitive and RJRT offers displayed _____

Paul Mall 5⁷⁵

52953 3857

A B

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): RJT
 RJRT Field Sales Region/Division: Queens
 RJRT Field Sales Attendee(s): Grossberg
 Date: 4.29.03
 Picture #

Store Name: Bumag -
 Address: 88-04 Liberty
 City: NY
 State: NY

not partner store

Product availability

Green Label:

FF FF 100's Lts. Lts.100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts.100's

in off

List Out of Stocks: (Only applies to styles normally carried by retailer) _____

Presence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes No

Other PDI (Interior) _____ (Exterior) Poster 2

Is Salem Merchandised on back bar? Yes No No Back Bar

-If yes, are we in proper position based on state guidelines? Yes No

-Green gel used? Yes No

Promotion Execution

B1G1F Yes No Easel Wobbler Poster Display

Silver Label Yes No Easel Wobbler Poster Display

Is old style product available in store? Yes No

If yes, what styles _____

Are they couponed? Yes No

Pricing - Please insert the price per pack for the following styles:

Pack: Salem 1 25 Kool 6 20 Newport 6 40 Marlboro Men 6 50

Camel 1 25 Doral 6 20 Winston 6 40

Carton (CTS): Salem 1 25 Kool 6 20 Newport 6 40 Marlboro Men 6 50

Camel 1 25 Doral 6 20 Winston 6 40

List all other competitive and RJRT offers displayed _____

52953 3858

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): RTP
 RJRT Field Sales Region/Division: Queens
 RJRT Field Sales Attendee(s): Grasberg
 Date: 4.29.03
 Picture #

Store Name: Milk Farm
 Address: 88-11 Liberty
 City: NY
 State: NY

Product availability

Green Label:

FF FF 100's Lts. Lts. 100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts. 100's

List Out of Stocks: (Only applies to styles normally carried by retailer) _____

Presence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes No

Other PDI (Interior) _____ (Exterior) poster

Is Salem Merchandised on back bar? Yes No No Back Bar

-If yes, are we in proper position based on state guidelines? Yes No

-Green gel used? Yes No

Promotion Execution

B1G1F Yes No Easel Wobbler Paster Display

Silver Label Yes No Easel Wobbler Paster Display

Is old style product available in store? Yes No limited

If yes, what styles FF100 (1 pk) SP100's Lts 100's FF100

Are they couponed? Yes No \$4.00 not in display sign on please

Pricing - Please insert the price per pack for the following styles:

Pack: Salem 6¹⁵ Kool 5¹⁵ Newport 7⁵ Marlboro Men 6²⁵

Carton (CTS): Salem _____ Kool _____ Newport _____ Marlboro Men _____
 Camel _____ Doral _____ Winston _____

List all other competitive and RJRT offers displayed _____

Kool - buy Pack Get Deck Per B26/F

#15

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): RTP
 RJRT Field Sales Region/Division: Queens
 RJRT Field Sales Attendee(s): Grossberg
 Date: 4.29.03
 Picture #

Store Name: S + V Groc & Candies
 Address: 8010 Jamaica Blvd
 City: NY
 State: NY

Product availability

Green Label:

FF FF 100's Lts. Lts.100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts.100's

List Out of Stocks: (Only applies to styles normally carried by retailer)

out of stock

Presence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes No

Other PDI (Interior) Poster (Exterior) Metal sign board

Is Salem Merchandised on back bar? Yes No No Back Bar

-If yes, are we in proper position based on state guidelines? Yes No

-Green gel used? Yes No

Promotion Execution

B1G1F Yes No Easel Wobbler Paster Display

Silver Label Yes No Easel Wobbler Paster Display

Is old style product available in store? Yes No

If yes, what styles LSBx, SSL 6 pks total

Are they couponed? Yes No displayed

Pricing - Please insert the price per pack for the following styles:

Pack:	Salem	6 ¹⁵	Kool	5 ^{.95}	Newport	7 ⁰⁷	Marlboro Men	6 ^{.35}
	Camel	6 ^{.25}	Doral		Winston			

Carton (CTS):	Salem		Kool		Newport		Marlboro Men	
	Camel		Doral		Winston			

List all other competitive and RJRT offers displayed _____

52953 3860

~~NYC trip~~

Salem Brand Marketing Retail Observations

Duane Reed

#16

RJRT Marketing Dept. Attendee(s): RTP
RJRT Field Sales Region/Division: Queens
RJRT Field Sales Attendee(s): Grossberg
Date: 4.29.03
Picture # See photo Doc 3 - #9-10

Store Name:
Address:
City: NY
State: NY

Duane Reed
Liberty

KAM
George
Moulton

Product availability

Green Label:

FF FF 100's Lts. Lts. 100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts. 100's

List Out of Stocks: (Only applies to styles normally carried by retailer)

Presence

POS - Has all old advertising been removed? Yes No

SPOT TBRT

old pos on back bar

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes No

Other PDI (Interior) _____ (Exterior) None

Is Salem Merchandised on back bar? Yes No No Back Bar

-If yes, are we in proper position based on state guidelines? Yes No

split w/
Monarch

-Green gel used? Yes No

Promotion Execution

B1G1F Yes No Easel Wobbler Paster Display

Silver Label Yes No Easel Wobbler Paster Display

Is old style product available in store? Yes No

If yes, what styles UL100 FF/LTS SPX

Are they couponed? Yes No on back bar mixed with new

Pricing - Please insert the price per pack for the following styles:

Pack: Salem _____ Kool _____ Newport _____ Marlboro Men _____
Camel _____ Doral _____ Winston _____

Carton (CTS): Salem _____ Kool _____ Newport _____ Marlboro Men _____
Camel _____ Doral _____ Winston _____

List all other competitive and RJRT offers displayed _____

52953 3861

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): *RTP*
 RJRT Field Sales Region/Division: *Queens*
 RJRT Field Sales Attendee(s): *RTP*
 Date: *4.29.03*
 Picture #

Store Name: *Low Price Farm*
 Address: *Jamaica Ave*
 City: *NY*
 State: *NY*

Product availability

Green Label:

FF FF 100's Lts. Lts.100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts.100's

List Out of Stocks: (Only applies to styles normally carried by retailer) _____

Presence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes No

Other PDI (Interior) _____ (Exterior) _____

Is Salem Merchandised on back bar? Yes No No Back Bar *on plexi*

-If yes, are we in proper position based on state guidelines? Yes No

-Green gel used? Yes No

Promotion Execution

B1G1F Yes No Easel Wobbler Poster Display

Silver Label Yes No Easel Wobbler Poster Display

Is old style product available in store? Yes No

If yes, what styles _____

Are they couponed? Yes No

Pricing- Please insert the price per pack for the following styles:

Pack: Salem 6¹⁵ Kool 6²⁰ Newport 7²⁵ Marlboro Men _____
 Camel 6²⁵ Doral _____ Winston _____

Carton (CTS): Salem _____ Kool _____ Newport _____ Marlboro Men _____
 Camel _____ Doral _____ Winston _____

List all other competitive and RJRT offers displayed _____

52953 3862

calls no sheets
~~HT HT~~ greet!

11
calls no sheets
~~HT~~ no content

38

52953 3863

** Fup

18

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): RTP
RJRT Field Sales Region/Division: Queens
RJRT Field Sales Attendee(s): Grabsberg
Date: 4/29/03
Picture #: Disc 4 #1-4

Store Name: Rite Ade
Address: Liberty St
City: NY
State: NY

Curt
mosie

Product availability

Our space a mess

Green Label:

FF FF 100's Lts. Lts. 100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts. 100's ?

List Out of Stocks: (Only applies to styles normally carried by retailer) _____

Presence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes No

Other PDI (Interior) _____ (Exterior) _____

Is Salem Merchandised on back bar? Yes No No Back Bar

-If yes, are we in proper position based on state guidelines? Yes No

-Green gel used? Yes No

Promotion Execution

B1G1F Yes No Easel Wobbler Paster Display

Silver Label Yes No Easel Wobbler Paster Display

Is old style product available in store? Yes No Tops

If yes, what styles All styles

Are they couponed? Yes No

Pricing - Please insert the price per pack for the following styles: ?

Pack: Salem Kool Newport Marlboro Men
Camel Doral Winston

Carton (CTS): Salem Kool Newport Marlboro Men
Camel Doral Winston

List all other competitive and RJRT offers displayed _____

52953 3864

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): RTP
 RJRT Field Sales Region/Division: Queens
 RJRT Field Sales Attendee(s): Grisberg
 Date: 4-29-03
 Picture # Disc 4 Pup 5

Store Name: 7/11
 Address: 65-07 Woodhaven Blvd.
 City: NY
 State: NY

19

Product availability

Green Label:

FF FF 100's Lts. Lts. 100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts. 100's No BL on site In back room

List Out of Stocks: (Only applies to styles normally carried by retailer)

Presence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes No

Other PDI (Interior) None (Exterior) None

Is Salem Merchandised on back bar? Yes No No Back Bar

-If yes, are we in proper position based on state guidelines? Yes No

-Green gel used? Yes No

Promotion Execution

B1G1F Yes No Easel Wobbler Poster Display

Silver Label Yes No Easel Wobbler Poster Display

Is old style product available in store? Yes No

If yes, what styles FFSB, FFSP, ULT85

Are they couponed? Yes No need to put on display. Blue called Rep

Pricing - Please insert the price per pack for the following styles:

Pack:	Salem <u>6 15/54</u>	Kool <u>6 50</u>	Newport <u>85 40/68</u>	Marlboro Men <u>6 75</u>
-------	----------------------	------------------	-------------------------	--------------------------

Carton (CTS):	Salem <u>6 15</u>	Kool <u>6 21</u>	Newport <u>6 45</u>	Marlboro Men <u>6 75</u>
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List all other competitive and RJRT offers displayed _____

52953 3865

20

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): *RTP*
RJRT Field Sales Region/Division: *Grosberg*
RJRT Field Sales Attendee(s): *Queens*
Date: *4.29.03*
Picture #

Store Name: *Candy & Grec Foods*
Address: *Junction 938th*
City: *ny*
State: *ny*

Product availability

Green Label:

FF FF 100's Lts. Lts.100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts.100's

*everywhere
store*

List Out of Stocks: (Only applies to styles normally carried by retailer)

Presence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes No

Other PDI (Interior) poster (Exterior) poster

Is Salem Merchandised on back bar? Yes No No Back Bar — on *please*

-If yes, are we in proper position based on state guidelines? Yes No

-Green gel used? Yes No

Promotion Execution

B1G1F Yes No Easel Wobbler Poster Display

Silver Label Yes No Easel Wobbler Poster Display

Is old style product available in store? Yes No

If yes, what styles _____

Are they couponed? Yes No

Pricing - Please insert the price per pack for the following styles:

Pack: Salem 6²⁵ Kool 6²⁵ Newport 7²⁵ Marlboro Men 6²⁵
Camel _____ Doral _____ Winston _____

Carton (CTS): Salem _____ Kool _____ Newport _____ Marlboro Men _____
Camel _____ Doral _____ Winston _____

List all other competitive and RJRT offers displayed _____

52953 3866

- Kem*
- fill out in the store
 - fill out completely
 - Note PIX #s

20-30 calls/day

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s):
 RJRT Field Sales Region/Division:
 RJRT Field Sales Attendee(s):
 Date:
 Picture #

Store Name:
 Address: → not a must
 City:
 State:

Product availability

Green Label:

FF FF 100's Lts. Lts.100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts.100's

List Out of Stocks: (Only applies to styles normally carried by retailer) _____

Presence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes No

Other PDI (Interior) *Clock, Cork, route mount,* (Exterior) *ground mount*

Is Salem Merchandised on back bar? Yes No No Back Bar

-If yes, are we in proper position based on state guidelines? Yes No that.

-Green gel used? Yes No

Promotion Execution

B1G1F Yes No

Easel Wobbler Poster Display

Silver Label Yes No

Easel Wobbler Poster Display

Is old style product available in store? Yes No

If yes, what styles _____

Are they couponed? Yes No

→ Is old packing on display?
 Is there pricing Pos?

Pricing- Please insert the price per pack for the following styles:

Pack: Salem _____ Kool _____ Newport _____ Marlboro Men _____ May -
 Camel _____ Doral _____ Winston _____ Salem = to

Carton (CTS): Salem _____ Kool _____ Newport _____ Marlboro Men _____ or less than
 Camel _____ Doral _____ Winston _____ Camel

List all other competitive and RJRT offers displayed _____

52953 3867

CMD1 & 2 = Natl and +8

CMD3 = 12 and 16

PMA - non self service 15+

PMA - nothing on counter 10+

Need VAP + SLP to be a +16

VAP only for +12

(NY
notes)

PDI Needs

• Reel tape

• Lighted signs canceled

Business hours (using old)

Push/pulls (using old)

Vending - Old soft pack (2 yrs old) what do with it?
Instructed to take old product out.

- well we even take back sp. - much has already been in a display but didn't move out.
put back in OH.

52953 3868

and discs in back of book

NY 51

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): RTP
 RJRT Field Sales Region/Division: NY Metro
 RJRT Field Sales Attendee(s): Gillespie
 Date: 4.28.03
 Picture # 162 (Darryl James)

Store Name: Holy Care Discount
 Address: 797 Southern Blvd
 City: S. Bronx
 State: NY

Product availability

Green Label:

FF FF 100's Lts. Lts.100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts.100's

List Out of Stocks: (Only applies to styles normally carried by retailer) _____

no 100's

* shop bad for
cart some
places

PresencePOS - Has all old advertising been removed? Yes No hours oldDual Vision Yes Counter Back bar No Easel Yes No Pack-a-tron Yes No Other PDI (Interior) Open/close put sign (Exterior) lots of papersIs Salem Merchandised on back bar? Yes No No Back Bar -If yes, are we in proper position based on state guidelines? Yes No -Green gel used? Yes No Promotion ExecutionB1G1F Yes No Easel Wobbler Poster Display Silver Label Yes No Easel Wobbler Poster Display Is old style product available in store? Yes No

If yes, what styles _____

Are they couponed? Yes No Pricing- Please insert the price per pack for the following styles:

Pack:	Salem <u>1.25</u>	Kool <u>1.20</u>	Newport <u>1.25</u>	Marlboro Men _____
	Camel <u>1.50</u>	Doral <u>5.15</u>	Winston <u>6.50</u>	

Carton (CTS):	Salem _____	Kool _____	Newport _____	Marlboro Men _____
	Camel _____	Doral _____	Winston _____	

List all other competitive and RJRT offers displayed _____

52953 3869

Salem Brand Marketing Retail Observations

#2

RJRT Marketing Dept. Attendee(s): RJP
RJRT Field Sales Region/Division: NY Metro
RJRT Field Sales Attendee(s): T Kelley
Date: 4.28.03
Picture # 3

Store Name: Southern Deli
Address: 543 ~~Prospect~~ Southern Blvd
City: Bronx
State: NY

Product availability

Green Label:

FF FF 100's Lts. Lts. 100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts. 100's FF 100's only

List Out of Stocks: (Only applies to styles normally carried by retailer)

No BL FF, Lts or Lt 100's

Presence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes No

not lit - no one
even competition

Other PDI (Interior) put sign (Exterior) posters

Is Salem Merchandised on back bar? Yes No No Back Bar

-If yes, are we in proper position based on state guidelines? Yes No

-Green gel used? Yes No Not lit

Promotion Execution

B1G1F Yes No Easel Wobbler Poster Display

Silver Label Yes No Easel Wobbler Poster Display

Is old style product available in store? Yes No

If yes, what styles _____

Are they couponed? Yes No

Pricing - Please insert the price per pack for the following styles:

Pack: Salem 6²⁵ Kool 6²⁰ Newport 7²⁵ ~~65¢ off~~ Marlboro Men _____

Camel 6^{.50} Doral _____ Winston 6^{.30} _____

Carton (CTS): Salem _____ Kool _____ Newport _____ Marlboro Men _____

Camel _____ Doral _____ Winston _____

List all other competitive and RJRT offers displayed _____

52953 3870

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): RTP
 RJRT Field Sales Region/Division: NY Metro
 RJRT Field Sales Attendee(s): Grilleyne
 Date: 4/28
 Picture # none

Store Name: Ocoa #3 grocery
 Address: 567 Prospect
 City: Bronx
 State: NY

Product availability

Green Label:

FF FF 100's Lts. Lts.100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts.100's

low inventory
on everything

List Out of Stocks: (Only applies to styles normally carried by retailer)

No BL, no GL ex Lts

Presence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes No

Other PDI (Interior) _____ (Exterior) _____

Is Salem Merchandised on back bar? Yes No No Back Bar

in plexi unit
GL only

-If yes, are we in proper position based on state guidelines? Yes No

-Green gel used? Yes No

Promotion Execution

B1G1F Yes No Easel Wobbler Poster Display

Silver Label Yes No Easel Wobbler Poster Display

L100's

UL100

SBX FF 85, FF100

Is old style product available in store? Yes No

If yes, what styles 45 60 10 sign in overhead no display

Are they couponed? Yes No

Pricing - Please insert the price per pack for the following styles:

Pack:	Salem <u>6 15</u>	Kool <u>7 25</u>	Newport <u>7 25</u>	Marlboro Men <u>7 25</u>
	Camel <u>6 25</u>	Doral <u>5 85</u>	Winston <u>6 25</u>	

Carton (CTS):	Salem <u>6 25</u>	Kool <u>7 25</u>	Newport <u>7 25</u>	Marlboro Men <u>7 25</u>
	Camel <u>6 25</u>	Doral <u>5 85</u>	Winston <u>6 25</u>	

List all other competitive and RJRT offers displayed _____

52953 3871

4

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): RTP
 RJRT Field Sales Region/Division: NY Metro
 RJRT Field Sales Attendee(s): Bellissimo
 Date: 4-28
 Picture # 485

Store Name: C.R. Winson Congress Pharmacy
 Address: 542 So. Blvd.
 City: Bronx
 State: NY

Product availability

Green Label:

FF FF 100's Lts. Lts. 100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts. 100's

List Out of Stocks: (Only applies to styles normally carried by retailer) GL UL100

Presence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes No

*NY
steel bars, cole
lg. poster, lg. cork
Kool blue lightning
pack display*

Other PDI (Interior) *plastic tray, lg. poster* (Exterior) *hanging posters, lg. cork*
lg. cork w/ pricing (really ground mt insert) *

Is Salem Merchandised on back bar? Yes No No Back Bar

-If yes, are we in proper position based on state guidelines? Yes No

-Green gel used? Yes No

Promotion Execution

B1G1F Yes No Easel Wobbler Poster Display

Silver Label Yes No Easel Wobbler Poster Display

Is old style product available in store? Yes No

If yes, what styles _____

Are they couponed? Yes No

6.99 reg price

Pricing - Please insert the price per pack for the following styles:

Pack:	Salem	5 ⁹⁹	Kool	5 ⁹⁹	Newport	5 ⁹⁹	Marlboro Men	_____
	Camel	6 ²⁴	Doral	5 ⁹⁹	Winston	_____		

Carton (CTS):	Salem	_____	Kool	_____	Newport	_____	Marlboro Men	_____
	Camel	_____	Doral	_____	Winston	_____		

List all other competitive and RJRT offers displayed _____

*Winston 4⁹⁹
Newport medium posters*

52953 3872

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): RTF

RJRT Field Sales Region/Division: Bronx, NY Metro

RJRT Field Sales Attendee(s): Gilleyne

Date: 4.28

Picture # None

Store Name: Tu Pharmacy

Address:

City: Bronx

State: NY

Product availability

Green Label:

FF FF 100's Lts. Lts. 100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts. 100's

List Out of Stocks: (Only applies to styles normally carried by retailer) _____

PresencePOS - Has all old advertising been removed? Yes No Dual Vision Yes Counter Back bar No Easel Yes No Pack-a-tron Yes No Other PDI (Interior) _____ (Exterior) open/closedIs Salem Merchandised on back bar? Yes No No Back Bar -If yes, are we in proper position based on state guidelines? Yes No -Green gel used? Yes No Promotion ExecutionB1G1F Yes No Easel Wobbler Poster Display Silver Label Yes No Easel Wobbler Poster Display Is old style product available in store? Yes No

If yes, what styles _____

Are they couponed? Yes No Pricing- Please insert the price per pack for the following styles:Pack: Salem 7¹³ Kool _____ Newport 7⁰⁰ Marlboro Men _____
Camel 7⁰⁰ Doral _____ Winston 7⁰⁰Carton (CTS): Salem _____ Kool 1st on display Newport _____ Marlboro Men _____
Camel _____ Doral _____ Winston _____

List all other competitive and RJRT offers displayed _____

Villane 6^{.45} Parliament 6^{.45} Wave 3^{.35}Bump from non am supply
Source: https://www.industrydocuments.ucsf.edu/docs/nyf0224

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): RTP

RJRT Field Sales Region/Division:

RJRT Field Sales Attendee(s): Philadelphia

Date: 4.28

Picture # none

Store Name:

Address: 520 Brooke Ave

City: Bronx

State: NY

Product availability

Green Label:

FF FF 100's Lts. Lts. 100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts. 100's

List Out of Stocks: (Only applies to styles normally carried by retailer)

No BL/FT

PresencePOS - Has all old advertising been removed? Yes No Dual Vision Yes Counter Back bar No Easel Yes No Pack-a-tron Yes No Other PDI (Interior) *door window several* (Exterior) *lg. small out* *B*Is Salem Merchandised on back bar? Yes No No Back Bar in plastic unit
BL/6L-If yes, are we in proper position based on state guidelines? Yes No -Green gel used? Yes No Promotion ExecutionB1G1F Yes No Easel Wobbler Poster Display Silver Label Yes No Easel Wobbler Poster Display Is old style product available in store? Yes No *in off*If yes, what styles *FF85, FF100* *foster w/ pricing* *625* *same as BL/6L*Are they couponed? Yes No Pricing- Please insert the price per pack for the following styles:Pack: Salem 625 Kool 625 Newport 650 Marlboro Men Camel Doral Winston 650 Carton (CTS): Salem Kool Newport Marlboro Men Camel Doral Winston List all other competitive and RJRT offers displayed monarch 55*Jade 15% off*

52953 3874

~~1800-215-5554~~ RPR
#7
Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): RTP
RJRT Field Sales Region/Division: NY Metro/ Bronx
RJRT Field Sales Attendee(s): Bellissimo
Date: 4-28
Picture # Dixi 2 #1 & #2

Store Name: ~~Brookside~~ Super Food
Address: Brook Ave, Bronx
City: Bronx
State: NY

SDems/ wk

Product availability

Green Label:

FF FF 100's Lts. Lts. 100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts. 100's

List Out of Stocks: (Only applies to styles normally carried by retailer)

~~SSL, UL 100 (don't carry)~~

Presence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes No

Other PDI (Interior) _____ (Exterior) *Several COK, decals*

Is Salem Merchandised on back bar? Yes No No Back Bar

-If yes, are we in proper position based on state guidelines? Yes No

-Green gel used? Yes No

*up on end caps
great visibility
dominates*

Promotion Execution

B1G1F Yes No Easel Wobbler Poster Display

Silver Label Yes No Easel Wobbler Poster Display

Is old style product available in store? Yes No

If yes, what styles SL 85 SP BX FF 85,

Are they couponed? Yes No *in overhead - no display*

45c off

Pricing - Please insert the price per pack for the following styles:

Pack: Salem 150 Kool 50 Newport 250 Marlboro Men 165
Camel 175 Doral 515 Winston 68

Carton (CTS): Salem Kool Newport Marlboro Men
Camel Doral Winston

List all other competitive and RJRT offers displayed _____

King 5²⁵

52953 3875

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): RTP
 RJRT Field Sales Region/Division: NY Metro/Bronx
 RJRT Field Sales Attendee(s): Gillespie
 Date: 4.28
 Picture # 3 Disc 2

Store Name: La Receta de ponce
 Address: 459 Brook Ave
 City: Bronx
 State: NY

50-60 cts/wk

Product availability

Green Label:

FF FF 100's Lts. Lts.100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's ✓

Black Label:

FF FF 100's Lts. Lts.100's

List Out of Stocks: (Only applies to styles normally carried by retailer) _____

No OLT

Presence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes (2) No

Other PDI (Interior) menu pd.

Posters light box 2x2 w/ new graphic,
 Copy over old metal sign

Is Salem Merchandised on back bar? Yes No No Back Bar

-If yes, are we in proper position based on state guidelines? Yes No nothing but no brands

-Green gel used? Yes No → Also in plastic units

Promotion Execution

B1G1F Yes No Easel Wobbler Poster Display all sold out

Silver Label Yes No Easel Wobbler Poster Display since last wk

Is old style product available in store? Yes No

If yes, what styles only 5 pkgs FF85 (2) FFSBx (2)

Are they couponed? Yes No poster on door 6.75

Pricing - Please insert the price per pack for the following styles:

Pack:	Salem <u>6⁷⁵</u>	Kool <u>6⁷⁰</u>	Newport <u>6⁹⁰</u>	Marlboro Men <u>7⁰⁰</u>
Camel	Doral	Winston	<u>7</u>	

Carton (CTS):	Salem	Kool	Newport	Marlboro Men
Camel	Doral	Winston		

List all other competitive and RJRT offers displayed _____

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): RTP

Store Name: Bergen Discount

RJRT Field Sales Region/Division: NY Metro/Bronx

Address: 518 Willis Ave

RJRT Field Sales Attendee(s): Gillespie

City: Bronx

Date: 9/5

State: NY

Picture # 4 (Loc 2)

Product availability

Green Label:

FF FF 100's Lts. Lts.100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts.100's

List Out of Stocks: (Only applies to styles normally carried by retailer) _____

GCFPS

Presence

POS - Has all old advertising been removed? Yes No Dual Vision Yes Counter Back bar No Easel Yes No Pack-a-tron Yes No Monarch
2x2Other PDI (Interior) _____ (Exterior) Decals, corfIs Salem Merchandised on back bar? Yes No No Back Bar -If yes, are we in proper position based on state guidelines? Yes No *not at*-Green gel used? Yes No

Promotion Execution

B1G1F Yes No Easel Wobbler Poster Display Silver Label Yes No Easel Wobbler Poster Display Is old style product available in store? Yes No If yes, what styles priced 6.35 communitec 6.75 Confusing w/ old SPT SBX @ same priceAre they couponed? Yes No Sign Yes

Pricing - Please insert the price per pack for the following styles:

Pack: Salem 6.75 Kool 6.45 Newport 6.90 Marlboro Men 7.00
Camel 7.00 Doral 6.45 Winston 6.90Carton (CTS): Salem 6.75 Kool 6.45 Newport 6.90 Marlboro Men 7.00
Camel 7.00 Doral 6.45 Winston 6.90

List all other competitive and RJRT offers displayed _____

Pull Mail 5.70

52953 3877

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): *RTP*
 RJRT Field Sales Region/Division: *Nymetro*
 RJRT Field Sales Attendee(s): *Gillespie*
 Date: *4.28*
 Picture # *6 disc 2*

Store Name: *Saba News*
 Address: *2835 3rd Ave*
 City: *Bronx*
 State: *NY*

Product availability

Green Label:

FF FF 100's Lts. Lts. 100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts. 100's

*All plain store
shop thru window*

List Out of Stocks: (Only applies to styles normally carried by retailer)

Presence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

*no place to
put it*

Easel Yes No

Pack-a-tron Yes No

Other PDI (Interior) *Winston Clock* (Exterior) *posters*

Is Salem Merchandised on back bar? Yes No No Back Bar

-If yes, are we in proper position based on state guidelines? Yes No *but best
available*

-Green gel used? Yes No

Promotion Execution

B1G1F Yes No Easel Wobbler Poster Display

Silver Label Yes No Easel Wobbler Poster Display

Is old style product available in store? Yes No

If yes, what styles *S100's (4 pkcs)* *no room for display*

Are they couponed? Yes No

Pricing - Please insert the price per pack for the following styles:

Pack:	Salem <i>60</i>	Kool <i>65</i>	Newport <i>65</i>	Marlboro Men <i>625</i>
	Camel <i>625</i>	Doral <i>545</i>	Winston <i>625</i>	<i>Inside</i> <i>625</i>

Carton (CTS):	Salem	Kool	Newport	Marlboro Men
	Camel	Doral	Winston	

List all other competitive and RJRT offers displayed _____

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): RTP

RJRT Field Sales Region/Division: NY Metro/Bronx

RJRT Field Sales Attendee(s): Gillespie

Date: 4/28
Picture #

Store Name: Shain's Deli Express
Address: 526 Willis
City: Bronx Square
State: NY

Product availability

Green Label:

FF FF 100's Lts. Lts.100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts.100's

List Out of Stocks: (Only applies to styles normally carried by retailer)

No 06

Presence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes No

Other PDI (Interior) ~~Cigarette Wall~~ (Exterior) *open/close* copy poster, B1G1F poster

Is Salem Merchandised on back bar? Yes No No Back Bar

-If yes, are we in proper position based on state guidelines? Yes No

-Green gel used? Yes No

Promotion Execution

B1G1F Yes No Easel Wobbler Poster Display

Silver Label Yes No Easel Wobbler Poster Display

Is old style product available in store? Yes No

If yes, what styles _____

Are they couponed? Yes No

Pricing- Please insert the price per pack for the following styles:

Pack:	Salem	640	Kool		Newport	700	Marlboro Men	675
	Camel	665	Doral	66	Winston	665		

Carton (CTS):	Salem		Kool		Newport		Marlboro Men	
	Camel		Doral		Winston			

List all other competitive and RJRT offers displayed _____

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): RTP
 RJRT Field Sales Region/Division: NY Metro/Bronx
 RJRT Field Sales Attendee(s): Gillespie
 Date: 4.28
 Picture #

Store Name: Sherman Deli
 Address: 514 Willis
 City: Bronx
 State: NY

Product availability

Green Label:

FF FF 100's Lts. Lts.100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts.100's

List Out of Stocks: (Only applies to styles normally carried by retailer) _____

Presence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes No

Other PDI (Interior) _____ (Exterior) _____

Is Salem Merchandised on back bar? Yes No No Back Bar

-If yes, are we in proper position based on state guidelines? Yes No no lights

-Green gel used? Yes No

Promotion Execution

B1G1F Yes No Easel Wobbler Poster ^{DOLLAR} Display

Silver Label Yes No Easel Wobbler Poster Display

Is old style product available in store? Yes No

If yes, what styles Sbx FF

Are they couponed? Yes No

Pricing - Please insert the price per pack for the following styles: .65

Pack:	Salem <u>.61⁰</u>	Kool <u>.65²⁵</u>	Newport <u>.65²⁵</u>	Marlboro Men <u>.64⁴⁵</u>
	Camel <u>.65³⁵</u>	Doral <u></u>	Winston <u>.635</u>	

Carton (CTS):	Salem <u></u>	Kool <u></u>	Newport <u></u>	Marlboro Men <u></u>
	Camel <u></u>	Doral <u></u>	Winston <u></u>	

List all other competitive and RJRT offers displayed _____

Camel B1G1P

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): RTP

RJRT Field Sales Region/Division: NY Metro/Bronx

RJRT Field Sales Attendee(s): Gillespie

Date: 4/28

Picture # 7 / disc 2

Store Name: Sangjuntin Grocery

Address: 1056 Courtland

City: NY

State: NY

Product availability

Green Label:

FF FF 100's Lts. Lts.100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts.100's

List Out of Stocks: (Only applies to styles normally carried by retailer) _____

PresencePOS - Has all old advertising been removed? Yes No Dual Vision Yes Counter Back bar No Easel Yes No Pack-a-tron Yes No

Other PDI (Interior) _____ (Exterior) poster / open case

Is Salem Merchandised on back bar? Yes No No Back Bar above plexi-If yes, are we in proper position based on state guidelines? Yes No -Green gel used? Yes No **Promotion Execution**B1G1F Yes No Easel Wobbler Paster Display next wk.Silver Label Yes No Easel Wobbler Paster Display Is old style product available in store? Yes No

If yes, what styles varied

Are they couponed? Yes No **Pricing**- Please insert the price per pack for the following styles:

Pack: Salem _____ Kool _____ Newport _____ Marlboro Men _____

Camel _____ Doral _____ Winston _____

Carton (CTS): Salem _____ Kool _____ Newport _____ Marlboro Men _____

Camel _____ Doral _____ Winston _____

List all other competitive and RJRT offers displayed _____

52953 3881

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): RTP
 RJRT Field Sales Region/Division: NY Metro/Bronx
 RJRT Field Sales Attendee(s): Gillespie
 Date: 4-28
 Picture #

Store Name: Trendy Grocery
 Address: 655 Courtland
 City: NY
 State: NY

Product availability

Green Label:

FF FF 100's Lts. Lts. 100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts. 100's

List Out of Stocks: (Only applies to styles normally carried by retailer) No OLT

Presence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes No

Other PDI (Interior) 2X2 (Exterior) Paster open/close

Is Salem Merchandised on back bar? Yes No No Back Bar

-If yes, are we in proper position based on state guidelines? Yes No

-Green gel used? Yes No

Promotion Execution

B1G1F Yes No Easel Wobbler Paster Display

Silver Label Yes No Easel Wobbler Paster Display

Is old style product available in store? Yes No

If yes, what styles Mixed

Are they couponed? Yes No need display

Pricing - Please insert the price per pack for the following styles:

Pack: Salem _____ Kool _____ Newport _____ Marlboro Men _____
 Camel _____ Doral _____ Winston _____

Carton (CTS): Salem _____ Kool _____ Newport _____ Marlboro Men _____
 Camel _____ Doral _____ Winston _____

List all other competitive and RJRT offers displayed _____

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): RTP
 RJRT Field Sales Region/Division: Chris (Metra)
 RJRT Field Sales Attendee(s): Billowin (concern)
 Date: 4/28
 Picture # Ny Metro

Store Name: Johnson's Stationery
 Address: Main & State
 City: White Plains
 State: NY
 Elmsford

General
met
store

Product availability

Green Label:

FF FF 100's Lts. Lts. 100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts. 100's

List Out of Stocks: (Only applies to styles normally carried by retailer) _____

Presence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes No

foto Camel
PDI

Other PDI (Interior) _____ (Exterior) _____

Is Salem Merchandised on back bar? Yes No No Back Bar

-If yes, are we in proper position based on state guidelines? Yes No

-Green gel used? Yes No no light

Promotion Execution

B1G1F Yes No Easel Wobbler Poster Display

Silver Label Yes No Easel Wobbler Poster Display

Is old style product available in store? Yes No

If yes, what styles only SBX, 1-2 pkts VLT, limited qty

Are they couponed? Yes No

Retailer Complaint
 - Newport pays \$600 for merch.
 - We pay \$300/64
 - BGW \$700 2 ft/one ag

Camel clock
Winston clock

Pricing - Please insert the price per pack for the following styles:

Pack:	Salem <u>4⁶⁰</u>	Kool <u>4^{.45}</u>	Newport <u>4^{.15}</u>	Marlboro Men <u>4^{.95}</u>
	Camel <u>4^{.85}</u>	Doral <u>4^{.25}</u>	Winston <u>4^{.85}</u>	promo

Carton (CTS):	Salem	Kool	Newport	Marlboro Men
	Camel	Doral	Winston	

List all other competitive and RJRT offers displayed _____

pall mall 4.25 Marlboro Milds B261F Eve B261F
 Gold B161F Eva B161F Parliament B261F Feel Well B261F

52953 3883

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): RTP
 RJRT Field Sales Region/Division: NY Metro
 RJRT Field Sales Attendee(s): Gillespie
 Date: 4.28
 Picture #

Store Name: Amoco
 Address: 381 Knollwood
 City: White Plains
 State: NY

Small volume cell

Product availability

Green Label:

FF FF 100's Lts. Lts. 100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts. 100's no BL

List Out of Stocks: (Only applies to styles normally carried by retailer) _____

Presence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

Winston put sign

Easel Yes No

Pack-a-tron Yes No

Other PDI (Interior) _____ (Exterior) _____

GL only

Is Salem Merchandised on back bar? Yes No No Back Bar

-If yes, are we in proper position based on state guidelines? Yes No

-Green gel used? Yes No

Promotion Execution

B1G1F Yes No Easel Wobbler Poster Display

Silver Label Yes No Easel Wobbler Poster Display

Is old style product available in store? Yes No

If yes, what styles UL soft, SBX FF, L100 (4pk) in off.

Are they couponed? Yes No (On display)

Pricing - Please insert the price per pack for the following styles:

Pack: Salem 4 Kool 4.70 Newport 4 ^{80 reg.} ₁₅ buy extra of Newport
^{85¢ deal}
 Camel 5.05 Doral Winston 5.05 Marlboro Men 5.05

Carton (CTS): Salem Kool Newport Marlboro Men
 Camel Doral Winston

List all other competitive and RJRT offers displayed _____

Pearl mill 4 ⁴⁵ Winston BZ61F Kool stick radio

"1st sells"

52953 3884

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s): RTF
 RJRT Field Sales Region/Division: NY Metro
 RJRT Field Sales Attendee(s): Guelphie
 Date: 4.28
 Picture #

Store Name: Not Just Cards
 Address:
 City: White Plains
 State: NY

Product availability

Green Label:

FF FF 100's Lts. Lts. 100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts. 100's

List Out of Stocks: (Only applies to styles normally carried by retailer)

PresencePOS - Has all old advertising been removed? Yes No Dual Vision Yes Counter Back bar No Easel Yes No Pack-a-tron Yes No

Other PDI (Interior) 2x2 big open over counter (Exterior) old infant step inside old bushes

need push/pulls?

Is Salem Merchandised on back bar? Yes No No Back Bar -If yes, are we in proper position based on state guidelines? Yes No C/S/C-Green gel used? Yes No Promotion ExecutionB1G1F Yes No Easel Wobbler Poster Display Silver Label Yes No Easel Wobbler Poster Display

Some on shelf
4 tins on floor
shelf packed

Is old style product available in store? Yes No not litIf yes, what styles FF SBXAre they couponed? Yes No w/ signPricing- Please insert the price per pack for the following styles:

Pack:	Salem <u>4⁴⁵</u>	Kool <u>4⁴⁵/804</u>	Newport <u>4⁶⁰</u>	Marlboro Men _____
	Camel <u>4⁷⁰</u>	Doral <u>4⁴⁰</u>	Winston <u>4⁷⁰</u>	

Carton (CTS):	Salem _____	Kool _____	Newport _____	Marlboro Men _____
	Camel _____	Doral _____	Winston _____	

List all other competitive and RJRT offers displayed

Pall Mall 4³⁵ Yewyo 877-344-5278

"Call for Catalog" on back bar

Salem Brand Marketing Retail Observations

RJRT Marketing Dept. Attendee(s):
RJRT Field Sales Region/Division:
RJRT Field Sales Attendee(s):
Date:
Picture #

Store Name:
Address:
City:
State:

Product availability

Green Label:

FF FF 100's Lts. Lts.100's Ultra Lts. Ultra Lts. 100's Slim Lts. 100's

Black Label:

FF FF 100's Lts. Lts.100's

List Out of Stocks: (Only applies to styles normally carried by retailer) _____

Presence

POS - Has all old advertising been removed? Yes No

Dual Vision Yes Counter Back bar No

Easel Yes No

Pack-a-tron Yes No

Other PDI (Interior) _____ (Exterior) _____

Is Salem Merchandised on back bar? Yes No No Back Bar

-If yes, are we in proper position based on state guidelines? Yes No

-Green gel used? Yes No

Promotion Execution

B1G1F Yes No Easel Wobbler Paster Display

Silver Label Yes No Easel Wobbler Paster Display

Is old style product available in store? Yes No

If yes, what styles _____

Are they couponed? Yes No

Pricing- Please insert the price per pack for the following styles:

Pack: Salem _____ Kool _____ Newport _____ Marlboro Men _____
Camel _____ Doral _____ Winston _____

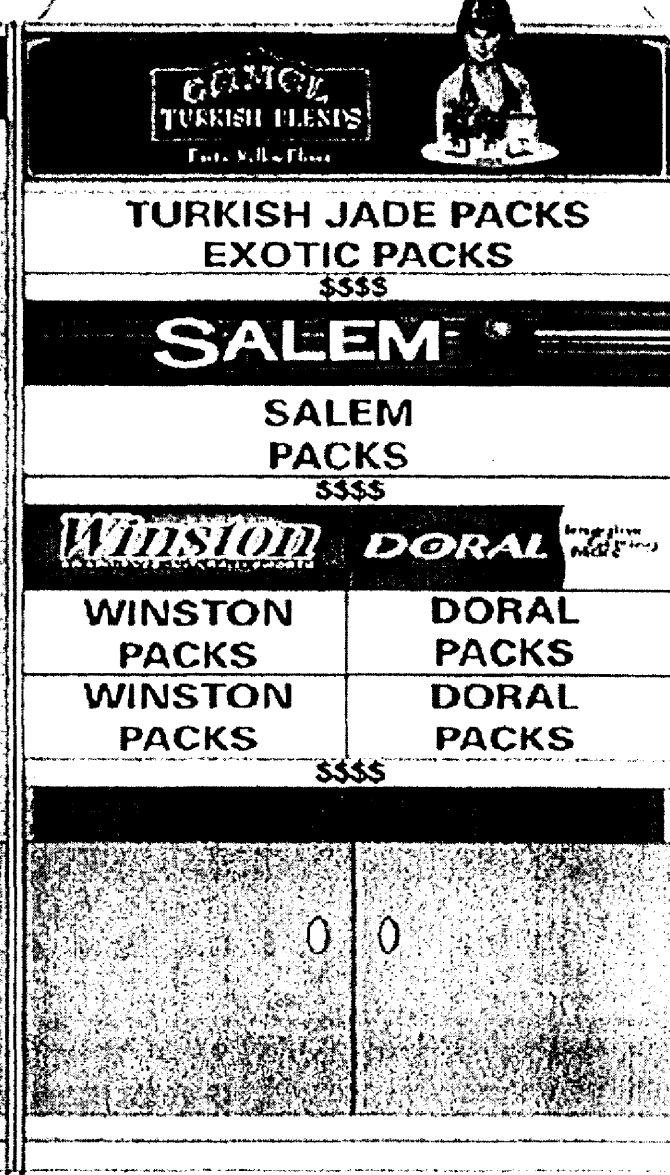
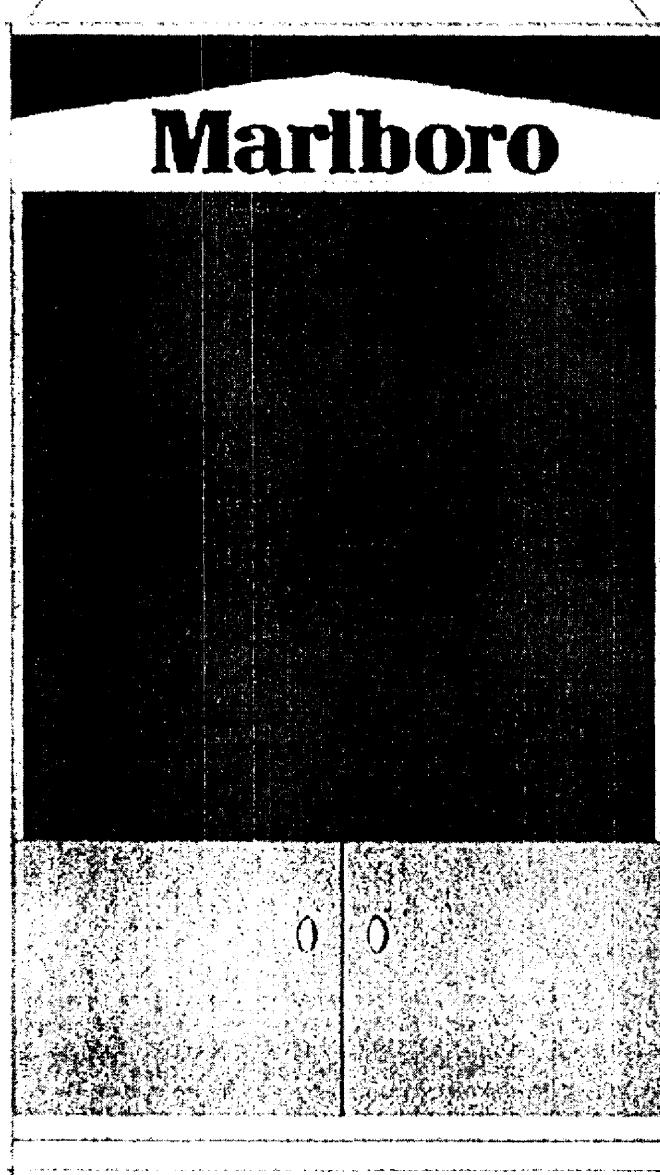
Carton (CTS): Salem _____ Kool _____ Newport _____ Marlboro Men _____
Camel _____ Doral _____ Winston _____

List all other competitive and RJRT offers displayed _____

52953 3886

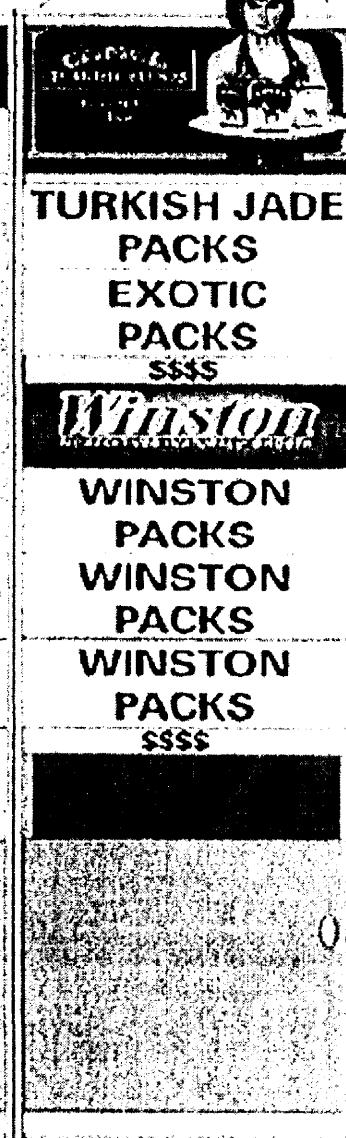
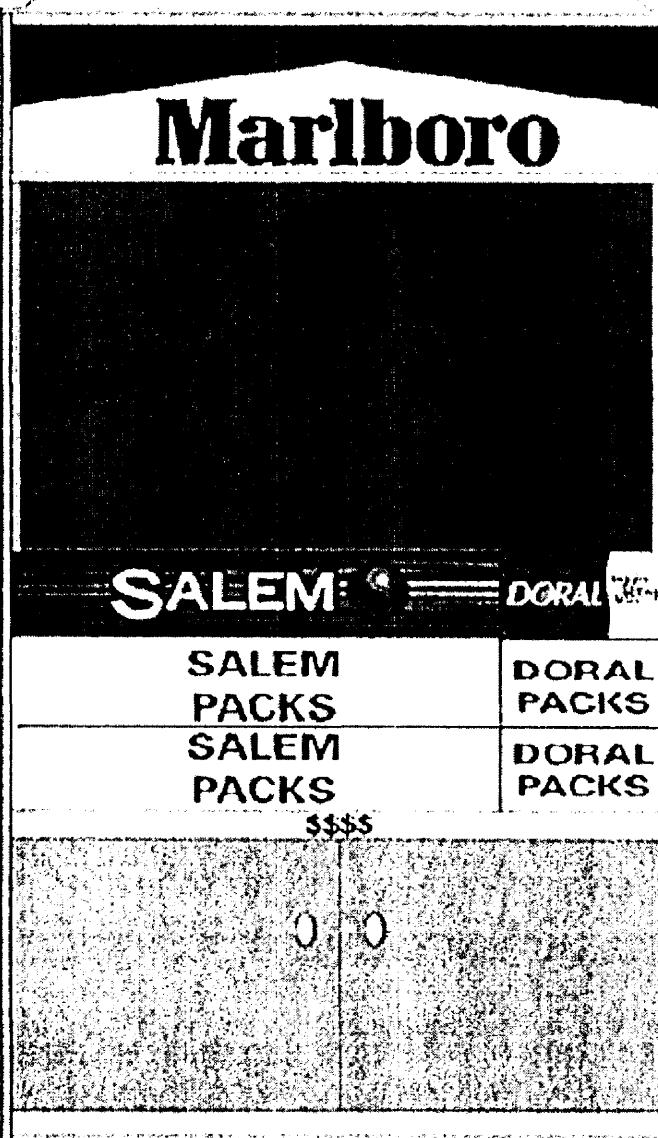
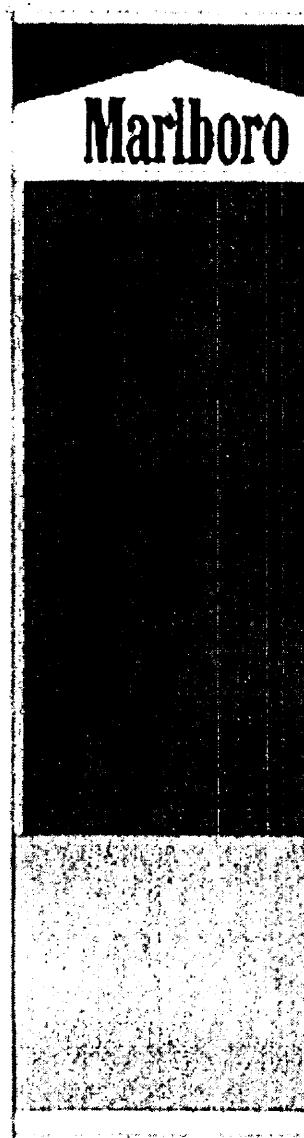
Planograms

52953 3887



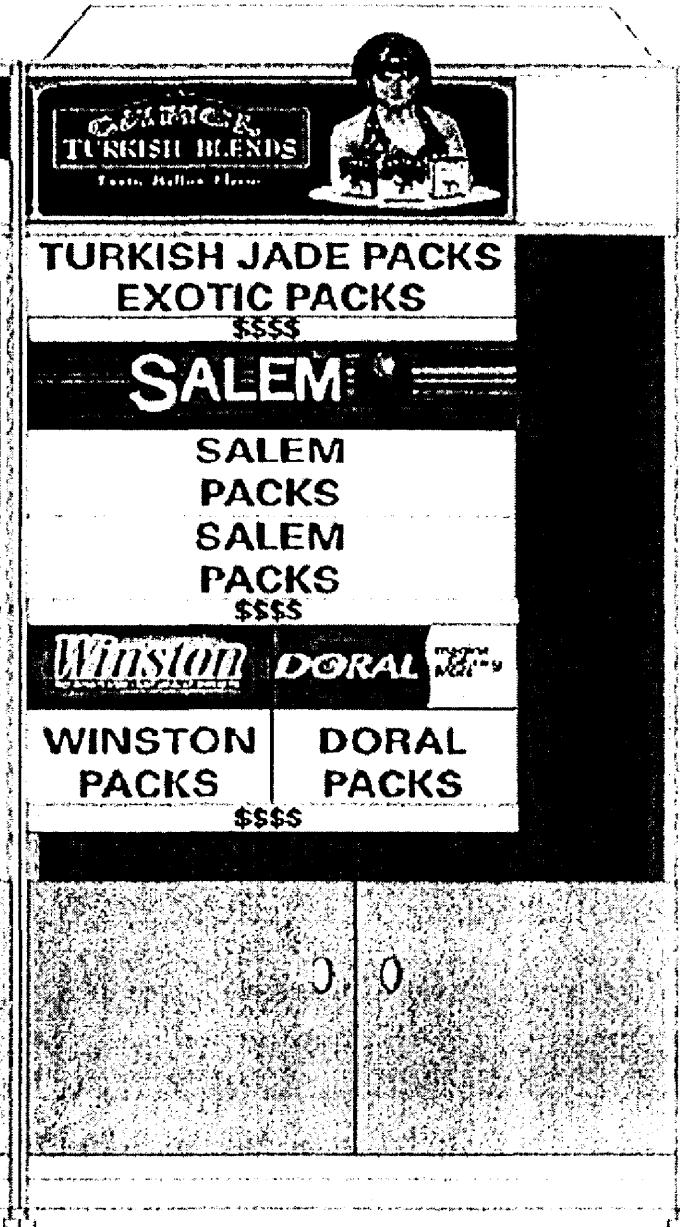
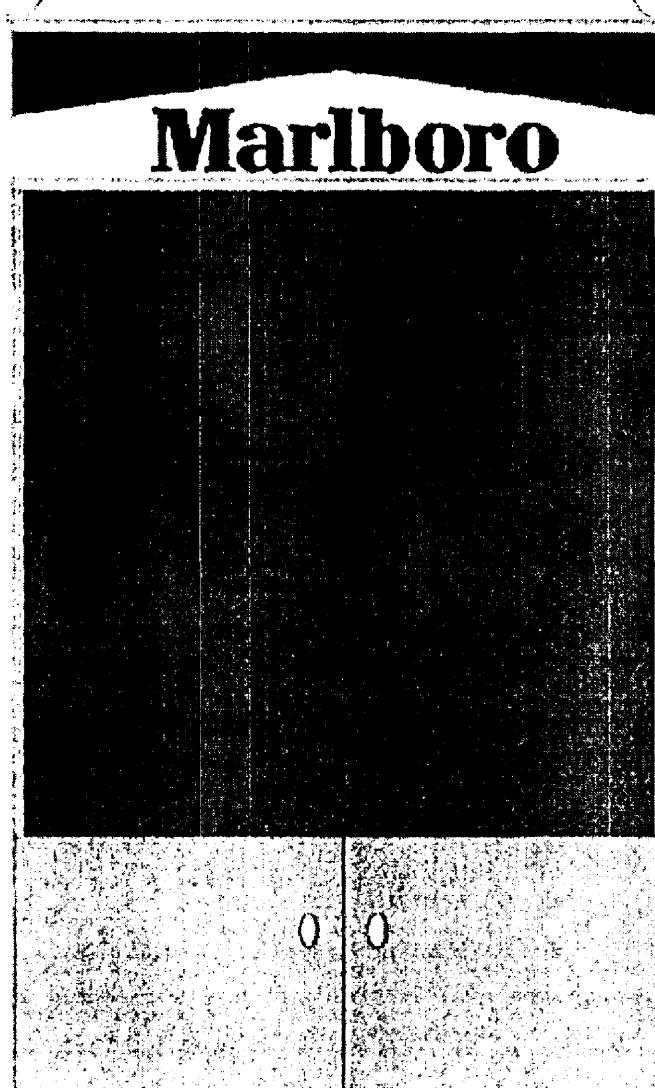
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RJRT 12 Ft. PM CMO-1

52953 3888



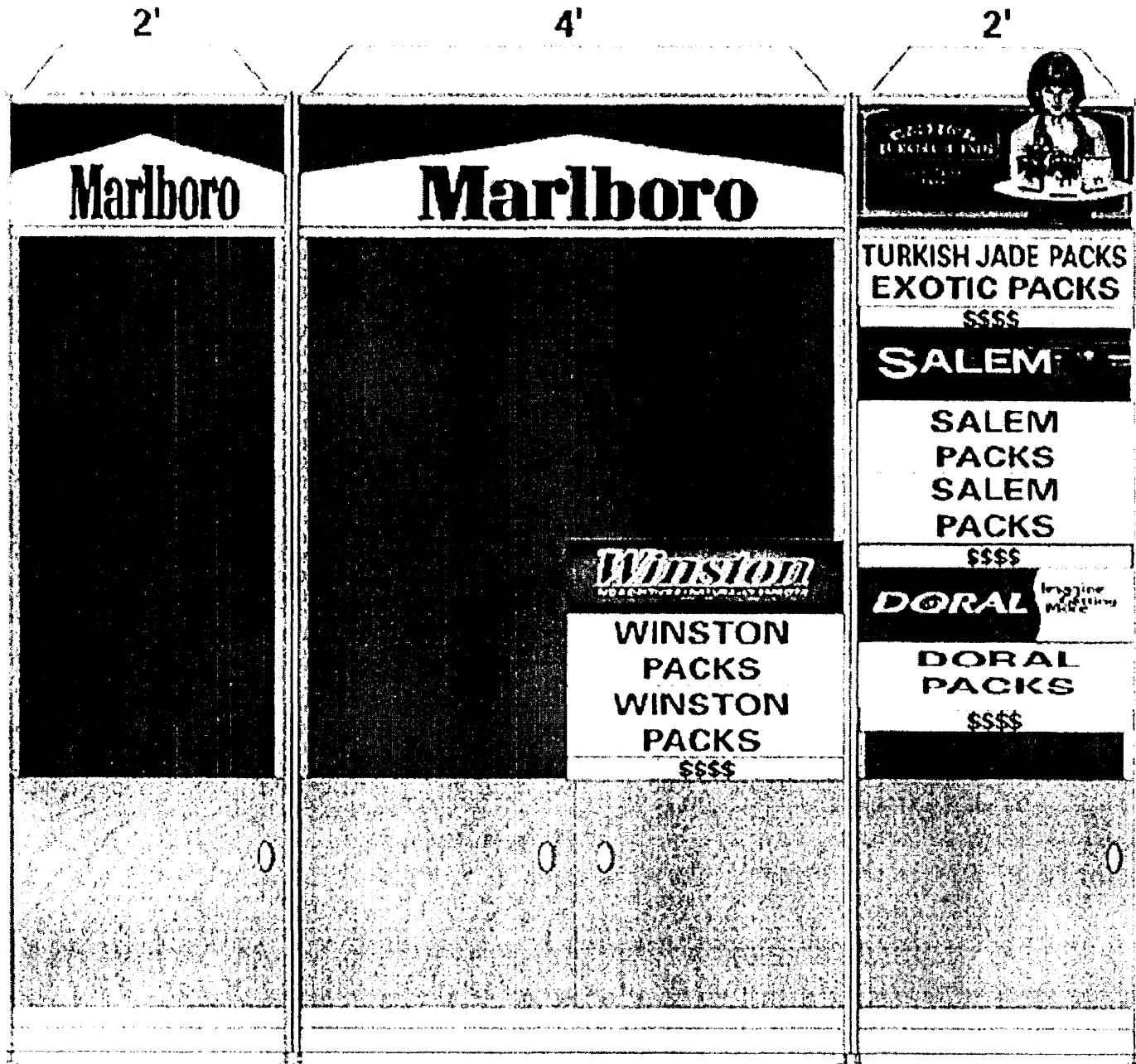
**MENTHOL OPPORTUNITY ZIP CODE
RJRT 12 Ft. PM CMO-2**

52953 3889



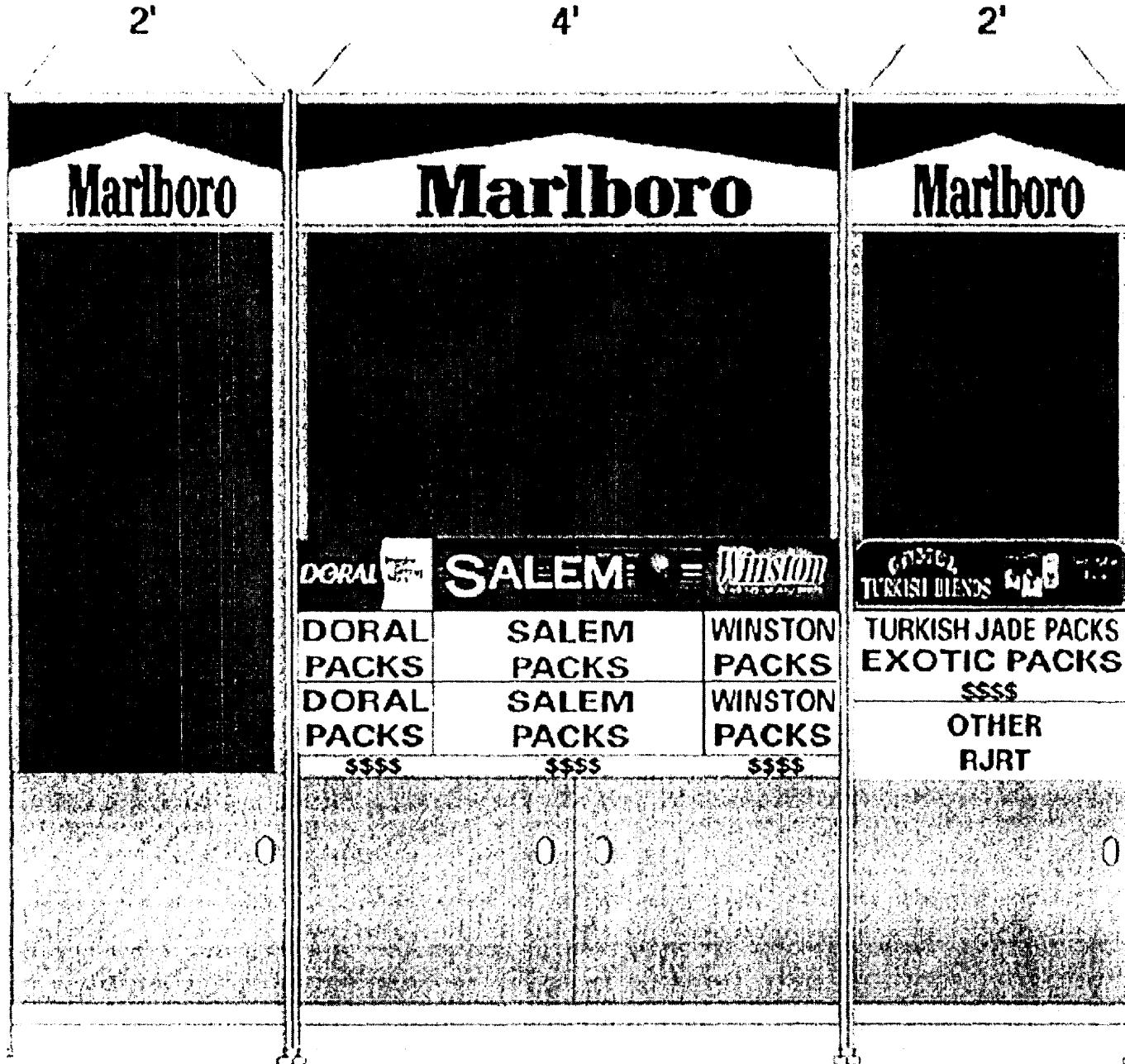
MENTHOL OPPORTUNITY ZIP CODE
RJRT 9 Ft. PM CMO-1

52953 3890



**MENTHOL OPPORTUNITY ZIP CODE
RJRT 9 Ft. PM CMO-2**

52953 3891



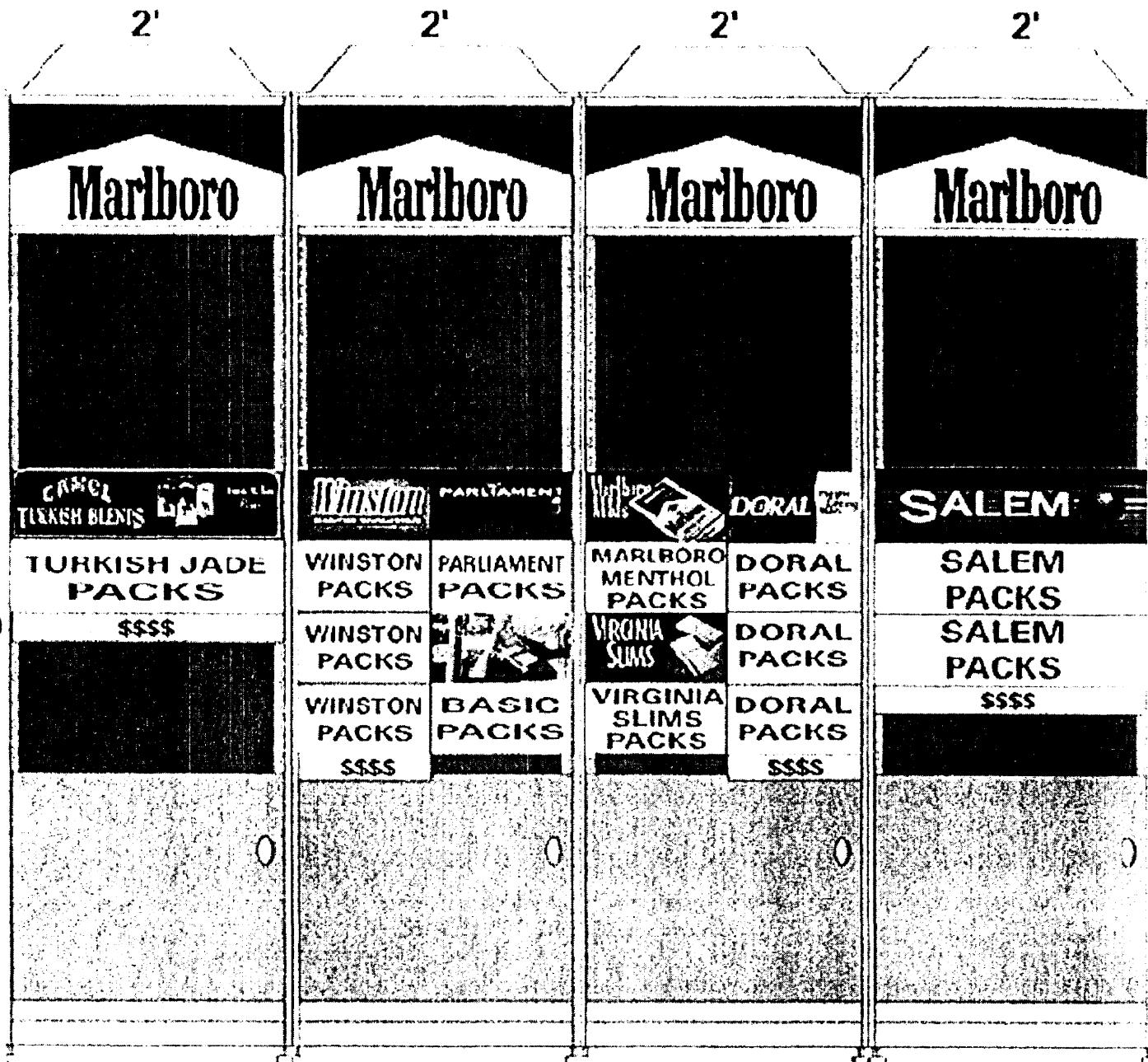
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RJRT 9 Ft. PM CMO-3-H

52953 3892



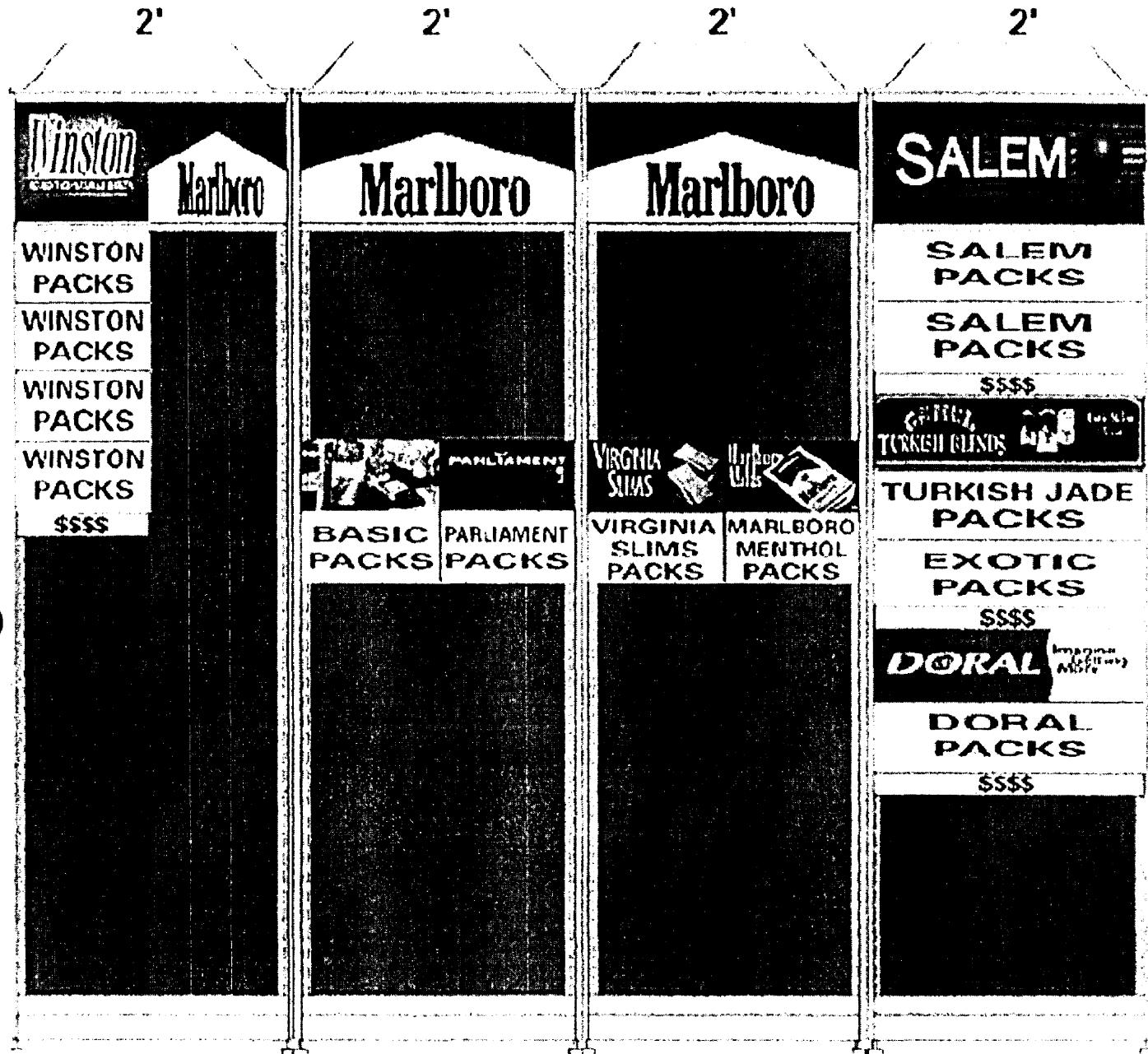
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RJRT 9 Ft. PM CMO-3-V

52953 3893



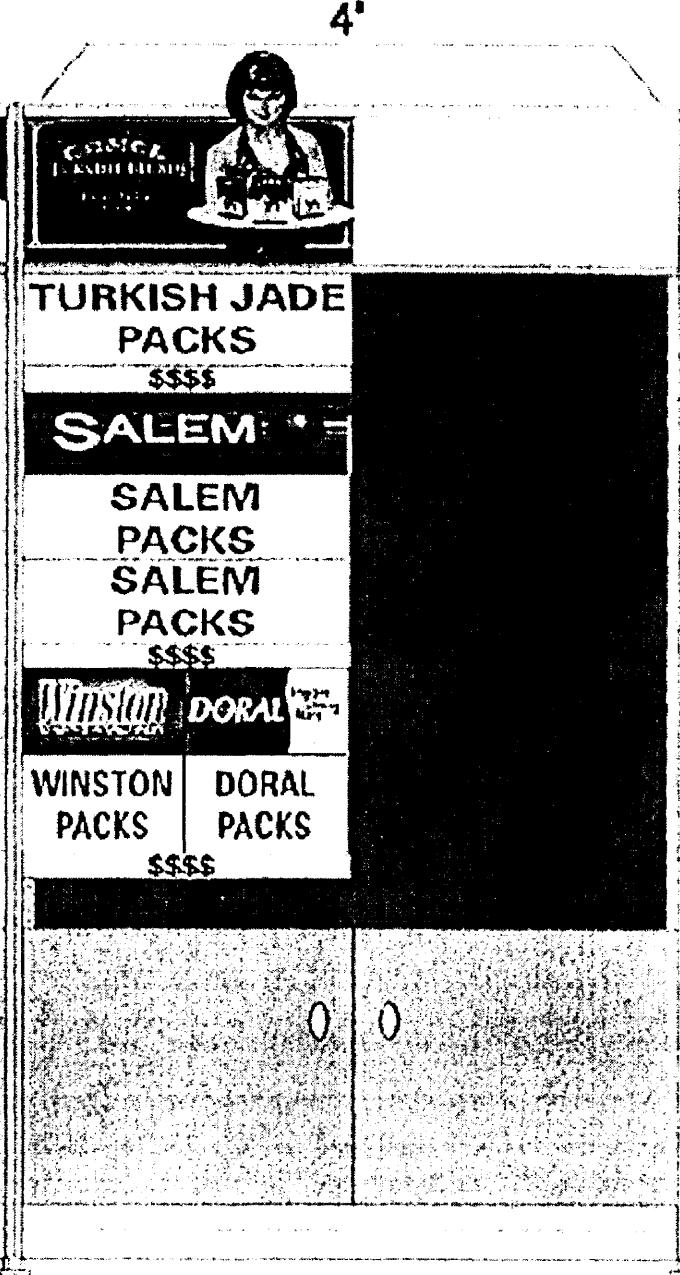
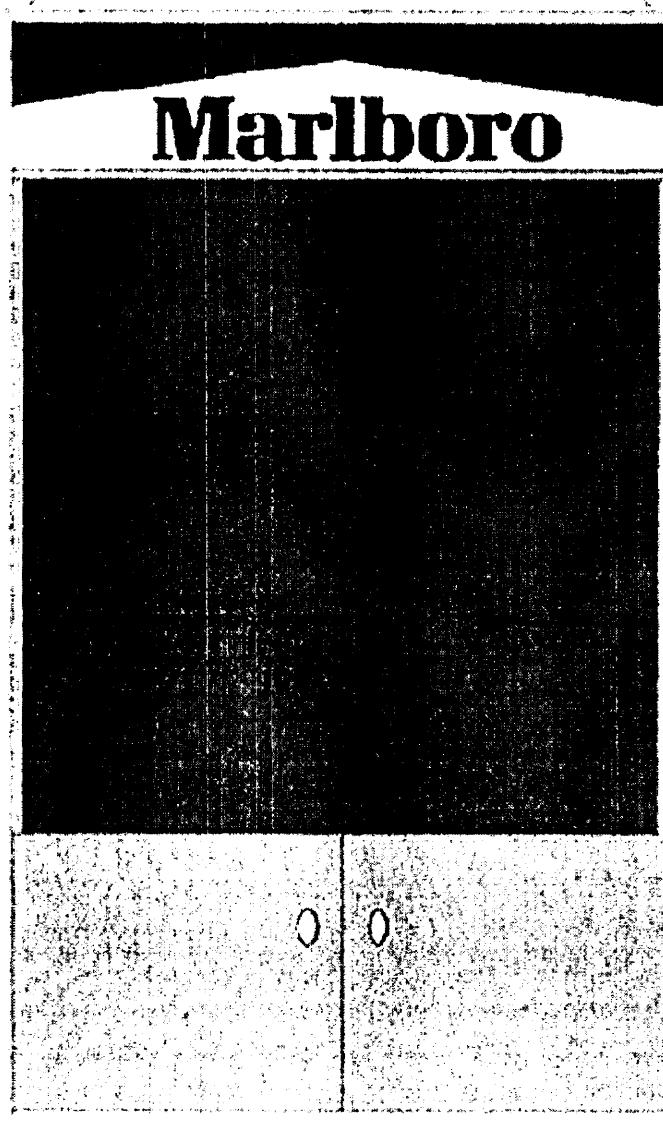
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RJRT 9 Ft. PM CMO-3-T

52953 3894



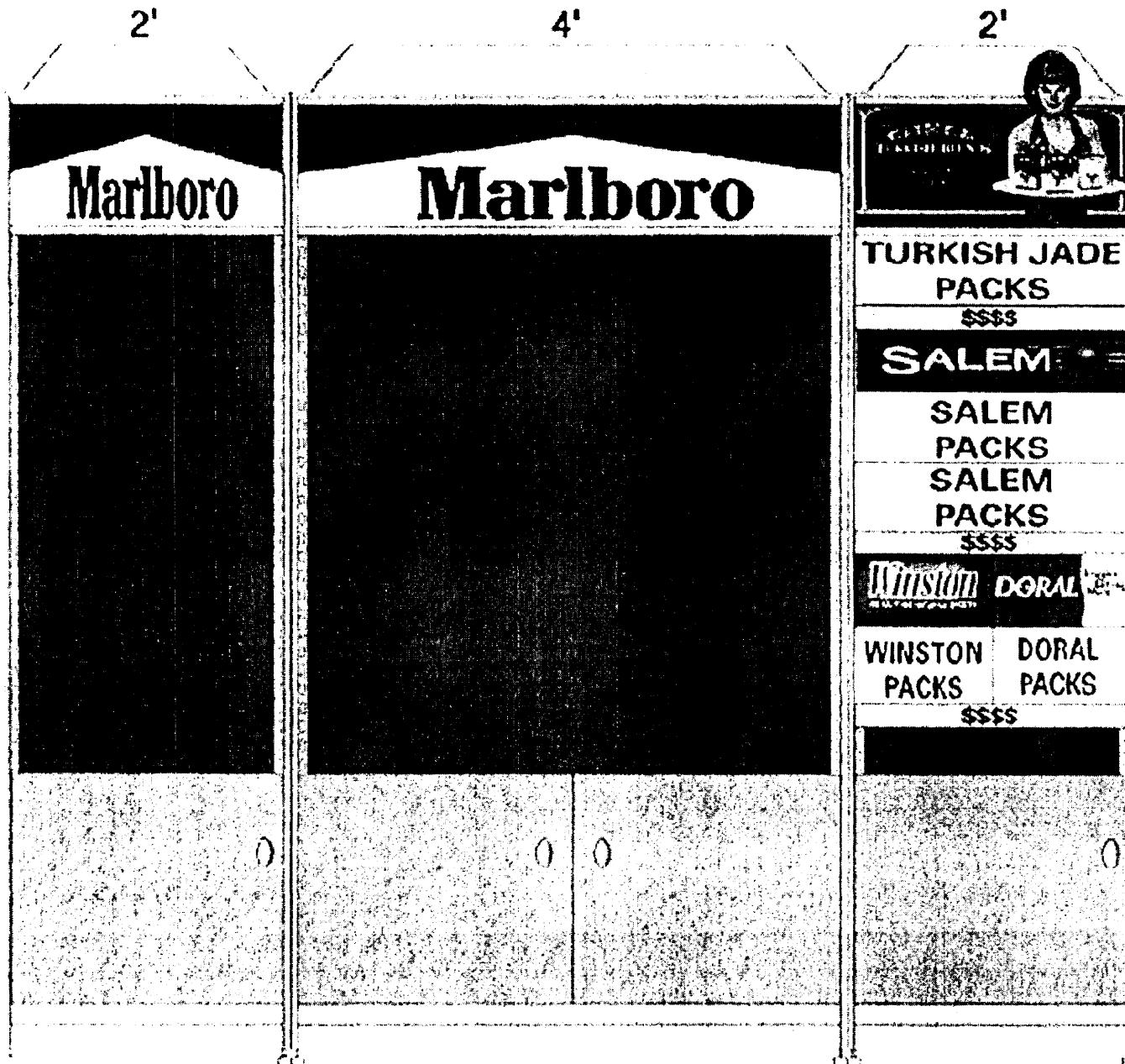
MENTHOL OPPORTUNITY ZIP CODE
RJRT 9 Ft. PM CMO-3-V

52953 3895



MENTHOL OPPORTUNITY ZIP CODE
RJRT 6 Ft. PM CMO-1

52953 3896



MENTHOL OPPORTUNITY ZIP CODE
RJRT 6 Ft. PM CMO-2

52953 3897

Photos

52953 3898