

COUPON CODE REGISTRATION FORM

TO: KELLI SCRUGGS

FROM: LEONARD JONES

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

BRAND(S) APPLICABLE	OLD GOLD
MEDIA TYPE	DIRECT MAIL
MEDIA NAME	
ISSUE FREQUENCY/YEAR	
SPACE/COLOR	
COUPON ISSUE DATE	10/4/99
COUPON EXPIRATION DATE	3/31/00
CIRCULATION (#)	201,500
CIRCULATION DATES	OCTOBER 1999
GEOGRAPHICAL AREA(S)	DISCOUNT SMOKERS -OG GROUPS I AND II
COUPON VALUE	\$1.00 OFF PACK
PACK/CARTON	PACK
ADVERTISING CREATIVE TITLE	
SIGNATURE OF INITIATOR	Leonard H Jones
DATE INITIATED	4/14/99
REQUIREMENTS	REDEMPTION RESULTS
CODE ASSIGNED	07809
JOB #	524
EST. REDEMPTION	14%

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