

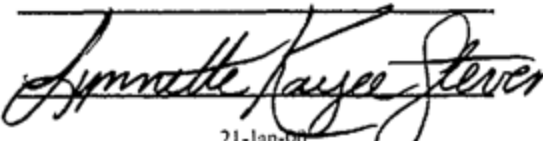
From: Lynnette Stevens

To: Kelli Scruggs

CC: Vincent Losito
George Baroody

Don Kisling

S. Tesh C. Hill

● Brand(s) Applicable	Newport Parent, Lights. & 120's
● Media Type	Direct Mail
● Media Name	Competitive 21 - 34 years
● * Issue Frequency / Year	
● * Space / Color	
● Coupon Issue Date	4/14/00
● Coupon Expiration Date	9/30/00
● Circulation (#)	APPROX. 600,000
● Geographical Area(s)	AR,AZ,AK,CA,CO,FL,GA,CT,ME,MASS,MN,MT,NE, Tiers II & IV NV,NM,NY,ND,OK,OR,RI,SD,UT,WA,D.C.,WY
● Coupon Value	\$1.50 OFF
● Pack and / or Carton?	PACK
● * Advertising Creative Title	
● Signature of Initiator	
● Date Initiated	21-Jan-00

Analytical Requirements:

FOR CONTROL USE ONLY	
Code Assigned	05787
Job Number	
Est. Redemption	13%

* Where Applicable

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