

COMPETITIVE PRODUCT INTRODUCTION PROGRESS REPORT

TO: MRS. K. A. SPARROW
FROM: R.G. Ryan
DATE: 12/10/96

MANUFACTURER: R. J. Reynolds
BRAND: Camel Menthol
TYPE OF PACKINGS: Full Flavor Box and Light Box

REPORTING PERIODS: AUG SEPT OCT NOV X
(Forward by the 10th of the following month.)

TEST MARKET GEOGRAPHY: All of Region 7.

PRICE POINT: FULL \$11.89 P/V \$ (Indicate Distributor's Cost Per Carton)

SALES FORCE INVOLVEMENT: Merchandising the top tray of permanent counter displays and labeling carton fixtures in the Camel section. Also placing metal signs and temporary counter displays.

DISTRIBUTORS – ACCEPTANCE/INTRO TERMS/INTRO DEALS:

Product is being introduced to all Direct Accounts in the Region. Acceptance is spotty at this time.

DISTRIBUTOR INVOLVEMENT:

Assembly of promotional products and shipment to retail. Indianapolis Direct Accounts are reported to be receiving B1G1F product.

CHAINS – ACCEPTANCE/MERCHANDISING ALLOWANCE

Chain acceptance has been very good.

INDEPENDENTS – ACCEPTANCE/MERCHANDISING ALLOWANCE

Acceptance is better at high volume locations than at lower volume retail calls.

TO: K. A. Sparrow SUBMISSION DATE
 FROM: R. E. Lane JUNE 30 X SEP 22
AUG 11 NOV 10
 SUBJECT: STYLE LOW PRICE - PROGRESS REPORT

EFFECTIVENESS OF Transition Plan

(Report on June 30 only)

PRE-SELL Overall pre-sell efforts were successful. Retail accounts that previously stocked Style Full Price accepted the introduction of the low price.

BIGIF / 2 FOR 1: Proved to be an excellent tool for pulling the balance of Style Full Price packs through the system. This aided the field greatly during the transition.

\$7.00 CARTON COUPON/BUYDOWN: Effective in those retail calls that we could not exchange product out of. Those situations were limited.

DISTRIBUTION

DIRECT ACCOUNTS AND CHAINS HEADQUARTERED WITHIN THE REGION
(15 + STORES) STOCKING NO LOW PRICE STYLE

NAME OF ACCOUNT	IND/LOR VOLUME	NO. OF STORES	NAME OF ACCOUNT	IND/LOR VOLUME	NO. OF STORES
M. Maskos & Sons					
Pollock Candy and Cigar					
McKeesport Candy Co.					
Sico Serve	104/22	18			
Sheetz	521/42	150			
Thrift/Eckerd	137/20	183			

DIRECT ACCOUNTS AND CHAINS HEADQUARTERED OUTSIDE THE REGION
(15 + STORES) STOCKING NO LOW PRICE STYLE

NAME OF ACCOUNT	IND/LOR VOLUME	NO. OF STORES	NAME OF ACCOUNT	IND/LOR VOLUME	NO. OF STORES
Kroger		21			
Rich Oil		82			
Super America		106			
CVS		87			
W H Smith		5			
7-11 318 Zon		23			
Dairy Marts		35			
Widman Drugs		43			

82253245

TO: K. A. Sparrow
FROM: J. L. McGinnis

SUBMISSION DATE

MAY 19 AUG 11
JUN 30 SEP 22

SUBJECT: MAVERICK SPECIALS MENTHOL - PROGRESS REPORT

GEOGRAPHY

REGION: FULL PARTIAL

(ONLY IF PARTIAL REGION CONTINUE WITH DIVISION(S) SCOPE)

DIVISION: FULL PARTIAL
DIVISION NAME: _____ DIVISION NAME: _____ # REPS _____
DIVISION NAME: _____ DIVISION NAME: _____ # REPS _____
DIVISION NAME: _____ DIVISION NAME: _____ # REPS _____

DISTRIBUTION

DIRECT ACCOUNTS AND CHAINS HEADQUARTERED WITHIN THE REGION

(15+ STORES) STOCKING NO MAVERICK SPECIALS MENTHOL

NAME OF ACCOUNT	IND/LOR VOLUME	NO. OF STORES	NAME OF ACCOUNT	IND/LOR VOLUME	NO. OF STORES
Don & Bens	26/2	20	Sac N Pac	75/2	27
Western Beverage	42/2	15	ACO/Texaco	95/3	15
Speedy Stop	106/4	29	Lone Star	76/3	37
Get-N-Go	62/2	44			
Valley Shamrock	78/4	17			
Albertson's - Houston	319/16	34			
Mini Mart	65/3	15			
Neal's One Stop	69/3	20			
Shopper Mart	80/4	22			

DIRECT ACCOUNTS AND CHAINS HEADQUARTERED OUTSIDE THE REGION

(15+ STORES) STOCKING NO MAVERICK SPECIALS MENTHOL

NAME OF ACCOUNT	IND/LOR VOLUME	NO. OF STORES	NAME OF ACCOUNT	IND/LOR VOLUME	NO. OF STORES
Chevron	?	115			
Brookshire Bro.'s	?	38			
Eckerd Drugs - S. Texas	?	217			
Exxon	?	38			
Phillip's 66	?	27			
Star Enterprise	?	70			
Walgreen's	?	177			

82253362

TO: SAM ZOLOT
FROM: W. R. KNIGHT - MCA
DIV. NAME / NO: ST. LOUIS, MO

DATE TO CORP: 7/11/97

(314) 739-8090

1997 SPECIAL EVENT REQUEST FORM

Attendee

NAME OF EVENT: Lorillard Metro Golf Outing 1997 140

*DATE OF EVENT: September 10, 1997

Marcus Hellenic Spirit Charities Golf Classic

September 18, 1997 250

SAMPLES / ITEMS REQUIRED: SAMPLE 10'S (400 PACKS PER CASE)

CASES

NEWPORT K.S.
NEWPORT 100'S
NEWPORT LTS. K.S.
NEWPORT LTS. 100

1

KENT III K.S.
KENT III 100
TRUE K.S.
KENT K.S.
KENT 100

1

KENT GL LTS K.S.
KENT GL 100

1

ITEMS QUANTITY REQUIRED

BASEBALL CAP

400

WATER BOTTLES 29-980-2

400 400

Any Other Items Available

400

SHIP TO:

CUSTOMER SHIPPING NUMBER

198-820-0003

SP2 = Call to confirm # of participants - All events only or # attending!

NYO ONLY:

DATE FORWARDED TO PROMOTION SERVICES: 7/11/97

* PLEASE ALLOW 6 WEEKS FOR PROCESSING OF YOUR REQUEST.

CONFIRMATION TO SPZ 9/1/97

82254638

TO: K. A. SPARROW
FROM: S. Reindel
DIV. NAME / NO: Nassau / 107

DATE TO NYO: 1/24/97

1997 SPECIAL EVENT REQUEST FORM

NAME OF EVENT: H. Levinson Tradeshow
*DATE OF EVENT: 3/18/97

SAMPLES / ITEMS REQUIRED: SAMPLE 10'S (400 PACKS PER CASE)

	<u># CASES</u>		
NEWPORT K.S.	2	KENT III K.S.	
NEWPORT 100'S		KENT III 100	
NEWPORT LTS. K.S.	1	TRUE K.S.	1
NEWPORT LTS. 100		KENT K.S.	1
		KENT 100	

<u>ITEMS</u>	<u>QUANTITY REQUIRED</u>
BASEBALL CAP	1500
WATER BOTTLES	500

SHIP TO:

CUSTOMER SHIPPING NUMBER 198-1160006

NYO ONLY:

DATE FORWARDED TO PROMOTION SERVICES: 2/6/97

* PLEASE ALLOW 6 WEEKS FOR PROCESSING OF YOUR REQUEST.

82254765

CASE FORM

CASE NAME: Wanda G. Robinson and Carroll Robinson v. Raybestos-Manhattan, et al.

COURT: San Francisco Superior Court - No. 996378

**LORILLARD
ENTITIES:** Lorillard Tobacco Company

DATE FILED: July 23, 1998

DATE SERVED: August 3, 1998

CASE TYPE: Asbestos

**PLAINTIFF'S
COUNSEL:**
Wartnick, Chaber, Harowitz, Smith & Tigerman
Madelyn J. Chaber
101 California Street, Suite 2200
San Francisco, California 94111
415/986-5566

**LORILLARD
COUNSEL:**

JUDGE:

TRIAL DATE:

82491256
94624999

CASE FORM

CASE NAME: Donald D. Sellers and Robin J . Sellers v. Raybestos-Manhattan, et al.

COURT: San Francisco Superior Court - No. 996382

**LORILLARD
ENTITIES:** Lorillard Tobacco Company

DATE FILED:

DATE SERVED: August 3, 1998

CASE TYPE: Asbestos

**PLAINTIFF'S
COUNSEL:**
Wartnick, Chaber, Harowitz, Smith& Tigerman
StephenM.Tigerman
101 California Street, Suite 2200
San Francisco, California 94111
415/986-5566

**LORILLARD
COUNSEL:**

JUDGE:

TRIAL DATE:

94625115

82504862



Fax

To:	Mr. Randy Spell	From:	Rick Redfield
Fax:		Date:	May 1, 2000
CC:	Mr. Fred Paternostro	Fax:	952 894-9690
Re:	Legal - Iowa	Pages:	4

Urgent For Review Please Comment Please Reply Please Recycle

Comments:

Attached is the Iowa Department of Revenue and Finance Minimum Legal Prices on Cigarettes as of April 3, 2000. I am attempting to obtain a copy of the actual Fair Trade Law and will forward as soon as obtained.

Rick

CONFIDENTIALITY NOTE

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82562350

205 River Ridge Circle
P.O. Box 1588
Burnsville, MN 55337

Telephone: (952) 894-2238

XC: RBS

12-9-99

From: ^{DSM}
RECEIVED

COVINGTON & BURLING

DEC - 9 1999

R. B. SPELL

1201 Pennsylvania Avenue, N.W.

P.O. Box 7566

Washington, D.C. 20044-7566

(202) 662-6000

Fax Numbers (202) 662-6291 or (202) 737-0528

Fax Operator: (202) 662-6280

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Date: December 9, 1999

To: Haney H. Bell, Esq.

From: David H. Remes
(202) 778-5212 - direct fax

Room: 803E

11 Pages (including cover)

MESSAGE:

82573104

NEW COMPETITIVE PRODUCTS

MKA

REPORTED BY: BOBBY MILLS, REGIONAL SALES MGR., INDIANAPOLIS, IN**DATE:** 8/10/90 **TIME:** _____**SOURCE OF INFORMATION:** HALL RODECAP, NOBLESVILLE, IN**MANUFACTURER:** B & W**BRAND NAME:** VICEROY KING BOX AND VICEROY LIGHTS KING BOX**TYPE OF PRODUCT:** _____**SIZE OR SIZES:** _____**LIST PRICE:** _____**EXTENT OF DISTRIBUTION:** _____
_____**OTHER INFORMATION:** SEE ATTACHED INFORMATION SHEET

cc:

A. H. Tisch
R. H. Orcutt
M. A. Peterson
T. H. Mau
L. Gordon
J. P. Mastandrea

G. Telford
F. J. Schultz
A. W. Spears
N. P. Ruffalo
T. L. Achey
P. J. McCann
A. J. Giacolo

J. J. Tatulli
L. H. Kersh
J. R. Slater

S. T. Jones
R. S. Goldbrenner
E. R. Harrow

82837252

FAX TRANSMISSION**DATE:** January 11, 1999**CLIENT NO.:** L8557.002**MESSAGE TO:** Dewey Tedder**COMPANY:** Lorillard Tobacco Company**FAX NUMBER:** 336/373-6917**PHONE:** 336/373-6750**FROM:** Andy Zausner and Rob Mangas**PHONE:** 202/828-2259 and 202/828-2241**PAGES (including Cover Sheet):** 2 **HARD COPY TO FOLLOW:** YES NO**MESSAGE:** The following is for your review.

JAN 12 1999

If your receipt of this transmission is in error, please notify this firm immediately by collect call to our Facsimile Department at 202-861-9106, and send the original transmission to us by return mail at the address below.

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83443897

DAVIS POLK & WARDWELL

Fax Transmittal	Sender
450 Lexington Avenue New York, NY 10017 212-450-4000	Charles Duggan
Date	Number of Pages (this page included)
November 12, 1998	6
Sender Voice Number	If problems receiving this fax, call
212-450-4785	212-450-4785
Sender Fax Number	Reference
212-450-3785	17555-002

To	Fax Number	Company	Recipient Phone Number
Thomas M. Sobol	617-439-3278	Brown Rudnick Freed & Gesmer	617-330-9000
Joseph F. Rice	843-720-9290	Ness, Motley, Loadholt, Richardson & Poole	843-720-9000
Robert V. Costello Jeffrey D. Woolf	617-722-0286	Schneider, Reilly, Zabin & Costello	617-227-7500
Richard M. Heimann	415-956-1008	Lieff, Cabraser & Heimann	415-956-1000
Michael P. Thornton	617-720-2445	Thomton, Early & Naumes	617-720-1333

Message:

83553333

WA Fee Pay. Agree.
001/037

Xc: JAW

HAGENS BERMAN
*Attorneys at Law*1301 FIFTH AVENUE, SUITE 2900 - SEATTLE, WA 98101
TELEPHONE (206) 623-7292 • FACSIMILE (206) 623-0594**FACSIMILE COVER SHEET**

Date:	January 14, 1999	No. of Pages	37 (including this page)
From:	Steve W. Berman	File No.:	1129.01
Re:	Tobacco - Fee Payment Agreement and Release		
COMMENTS:			

Recipient(s):	Company:	Phone No.:	Fax No.:
Mr. Meyer G. Koplow	Wachtell, Lipton, Rosen & Katz	(212) 403-1000	(212) 403-2000
Mr. Arthur F. Golden	Davis, Polk & Wardwell	(212) 450-4000	(212) 450-4800
Mr. Martin Barrington	Philip Morris Inc.		(917) 663-5399
Mr. F. Anthony Burke	Brown & Williamson Tobacco Corp.		(502) 568-7297
Mr. Ronald Milstein	Lorillard Tobacco Co.		(336) 335-7707
Mr. Charles A. Blixt	R.J. Reynolds Tobacco Co.		(336) 741-2998
Mr. Stephen R. Patton	Kirkland & Ellis	(312) 861-2000	(312) 861-2200

Urgent! Deliver Immediately.

Please call the Support Center at (206) 268-9312 or _____ at ext. _____ if you do not receive all of these pages or if there is a problem.

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83573282

R O P E R
S T A R C H

TURNING DATA INTO INTELLIGENCE WORLDWIDE™

Fax Fax Fax Fax Fax Fax Fax Fax Fax

Date: September 22, 1997

To: Ron Milstein From: "JJ" Klein

Company: Lorillard

Fax Number: (910) 335-7707 Pages (including cover page): 3

83594639

Roper Starch Worldwide Inc.
205 East 42nd Street
New York, NY 10017
212 599 0700 Tel
212 887 7008 Fax

Roper Marketing and Public Opinion Research
Starch Advertising and Media Research
Friedman Marketing Services
INRA World Headquarters

FAX TRANSMISSIONDATE: February 25, 1998CLIENT NO.: L8557.002MESSAGE TO: Ronald S. MilsteinCOMPANY: Lorillard Tobacco CompanyFAX NUMBER: 910/335-7707PHONE: 910/335-7718FROM: Andy ZausnerPHONE: 202/828-2259PAGES (Including Cover Sheet): 12 HARD COPY TO FOLLOW: YES NO

MESSAGE: See attached fax from the Committee on Commerce just received in my office. Call me to discuss.

If your receipt of this transmission is in error, please notify this firm immediately by collect call to our Facsimile Department at 202-861-9106, and send the original transmission to us by return mail at the address below.

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83624198

LOEWS
CORPORATION

867 Madison Avenue, New York, N.Y. 10021-8087 (212) 545-2920 Fax (212) 935-6801

BARRY HIRSCH
Senior Vice President
Secretary & General Counsel

FAX

CONFIDENTIAL

DATE: June 4, 1997

TO: Dr. Spears/A.J. Stevens/R. Milstein

FROM: Barry Hirsch

TOTAL NUMBER OF PAGES INCLUDING THIS COVER SHEET - 6
IF YOU DO NOT RECEIVE ALL THE PAGES, PLEASE CALL
CAROL DOKTORSKI AT (212) 545-2934.

OUR FAX NUMBER IS (212) 935-6801.

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83635935

TO: S. P. ZOLOT
FROM: R. W. RICHARDSON

SUBMISSION DATE
OCT 05 DEC 21
NOV 16

SUBJECT: OLD GOLD - LIGHT BOX 100'S PROGRESS REPORT

GEOGRAPHY

REGION: FULL _____ PARTIAL

(ONLY IF PARTIAL REGION, CONTINUE WITH DIVISION(S) SCOPE)

DIVISION: FULL PARTIAL _____

DIVISION NAME: Detroit North DIVISION NAME: Detroit South # REPS: 13

DIVISION NAME: Detroit East DIVISION NAME: Detroit West # REPS: 12

DIVISION NAME: Grand Rapids DIVISION NAME: Flint # REPS: 13

DISTRIBUTION

Direct Accounts and Chains Headquartered within the Region
(15+ Stores) Stocking No Old Gold Light Box 100's

Name of Account	Ind/Lor Volume	Number of Stores	Name of Account	Ind/Lor Volume	Number of Stores
Quality Dairy	151/15	31	Speedy Q	196/13	16
Bay Stations	81/9	18			
Schmuckel Oil	138/9	22			
Wilson Oil	140/13	15			
Quik Stop	117/9	24			
Forwards	118/8	19			
Phil Flint	166/15	15			
Arbor Rx	115/13	209			
Imperial Oil	163/11	32			

Direct Accounts and Chains Headquartered Outside the Region
(15+ Stores) Stocking No Old Gold Light Box 100's

Name of Account	Ind/Lor Volume	Number of Stores	Name of Account	Ind/Lor Volume	Number of Stores
Clark Gas		142			
Emro		237			
7-Eleven Southland		102			
Walmart		39			
Ultra Diamond		184			
Dairy Mart		32			
Mobil Oil		40			
ACA Amoco		31			

83641919

JAN. 31. 1997 11:48AM

NO. 1796 P. 1/3

FAX
COVER

LAW OFFICES

SHOOK, HARDY & BACON L.L.P.
One Kansas City Place
1200 Main Street
Kansas City, Missouri 64105-2118
Telephone (816) 474-6550 • Facsimile (816) 421-5547

FAX
COVER

TO: JACK REILLY TELECOPY NO: 212/545-3297

FROM: JIM DALEY #: 392

DATE: JANUARY 31, 1997 TIME:

SHB Client Matter No.: LORI.45048

Pages transmitted including cover sheet: 3

ORIGINAL DOCUMENT WILL FOLLOW VIA FEDERAL EXPRESS.

Special Instructions:

If you experience any problems, please call extension 21000

OPERATOR: Lori

COMMENTS/MESSAGE:

Jack;

Per your request, attached is a memo regarding the process of labeling reviewed diskettes for the purpose of later identification. Please call me if you have any questions.

I regret I cannot join you and the electronic document collection team for lunch today. I hope you agree they have done an outstanding job! I look forward to seeing you on February 5 for the Legal Edge presentation.

Best Regards,

Jim Daley.

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83772145

DAVIS POLK & WARDWELL

Fax Transmittal	To	Date
450 Lexington Avenue New York, NY 10017 212-450-4000	Robert H. Shaw, Esq.	November 11, 1997
Company		
Lorillard Tobacco Company		
Fax Number	Voice Number	
910-335-7077	910-335-7720	
Sender	Number of Pages (this page included)	
Charles Duggan	2	
Sender Voice Number	Main Fax Operator Voice Number	
212-450-4785		
Sender Fax Number	Reference	
212-450-5578	17560-188	

Message:

83823750

COUPON CODE REGISTRATION FORM

TO: KELLI SCRUGGS

FROM: LEONARD JONES

CC: V. LOSITO M. TAHMASEB
G. BAROODY L. STEVENS
B. VON DER LIPPE D. Hirstling~~7 3 9651~~BRAND(S) APPLICABLE OLD GOLDMEDIA TYPE DIRECT MAIL

MEDIA NAME _____

ISSUE FREQUENCY/YEAR _____

SPACE/COLOR _____

COUPON ISSUE DATE 10/4/99COUPON EXPIRATION DATE 3/31/00CIRCULATION (#) 201,500CIRCULATION DATES OCTOBER 1999GEOGRAPHICAL AREA(S) DISCOUNT SMOKERS -OG GROUPS I AND IICOUPON VALUE \$1.00 OFF PACKPACK/CARTON PACK

ADVERTISING CREATIVE TITLE _____

SIGNATURE OF INITIATOR Leonard H. JonesDATE INITIATED 4/14/99REQUIREMENTS REDEMPTION RESULTS~~7 3 9651~~CODE ASSIGNED 07009 30165JOB # 504EST. REDEMPTION 14%

83996357

Marden-Kane, Inc.

TRUE "YOU FOUND IT" SWEEPSTAKES

SECOND PRIZE WINNER

TRAVEL INFORMATION SHEET

THE DESTINATION IN THE CONTINENTAL UNITED STATES I WISH
TO TRAVEL TO IS:

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

HOME PHONE _____

BUSINESS PHONE _____

NAME OF GUEST _____

AGE _____

RELATIONSHIP _____
TO WINNER

PLEASE LIST THREE ALTERNATIVE DATES YOU WOULD LIKE TO TRAVEL

1. _____

2. _____

3. _____

MAJOR AIRPORT
NEAREST YOUR HOME _____

AIRLINE:
(CHECK ONE) _____ SMOKING _____ NON-SMOKING

SPECIAL DIETARY REQUIREMENTS _____

ANY ADDITIONAL
INFORMATION YOU WOULD LIKE TO PROVIDE _____

85201976

THE TOBACCO INSTITUTE
SHERATON-CARLTON HOTEL
WASHINGTON, D.C. FIFTH ANNUAL COLLEGE OF TOBACCO KNOWLEDGE
REGISTRATION FORM

FEBRUARY 19-21, 1980

NAME: GEORGE R. TELFORD
TITLE: Brand Manager
COMPANY: Lorillard
ADDRESS: 666 Fifth Avenue, New York, NY 10019
PHONE: (212) 841-8787

CHECK ONE: Please reserve a room for me at the Sheraton-Carlton.
X I will make my own housing arrangements.

ARRIVAL DATE AND TIME: 2/18/80 7:00 P.M.

DEPARTURE DATE AND TIME: 2/21/80 4:00 P.M.

Please attach a brief (50 words or so) autobiographical sketch. Note your first name or nickname, your current professional responsibilities, employment background and whatever personal information you feel would be helpful in giving your fellow students an idea of your activities and interests. The sketches will be assembled and provided at the opening class session.

Any questions? Call Connie Drath or Carol Musgrave at 800/424-9876.

PLEASE RETURN IN SELF-ADDRESSED ENVELOPE BY FRIDAY, JANUARY 18, 1980

8524093

MEDIA CONTACT SHEET

(Publication or station)

(Location/address)

(Name)

(Position)

(Date)

(Phone number)

Reason for Contact

Questions/Responses

Additional Comments

Inquiry handled by:

(Name)

85540866

CIGARETTE REPORT FORM

YEAR: _____

NO. PER PACK: _____

BRAND NAME: _____

VAR. DESC: _____ (SEE EXPLANATION)

VARIETY UNIT SALES: _____ VARIETY DOLLAR SALES: _____

CIG. LENGTH: _____ FILTER LENGTH: _____

FILTER TYPE: _____ FLAVORING: _____ OVERWRAP: _____ PACK TYPE: _____

1ST MANUFAC. DATE: _____ 1ST SALES DATE: _____ LAST SOLD DATE: _____

YEARLY SUMMARY:

TAR: _____ NICOTINE: _____ CARBON MONO: _____

ADVERTISING EXPENDITURES (SEE EXPLANATION)

CAT-A-EXPENSES: _____ CAT-B-EXPENSES: _____ CAT-C-EXPENSES: _____

CAT-D-EXPENSES: _____ CAT-E-EXPENSES: _____ CAT-F-EXPENSES: _____

CAT-G-EXPENSES: _____ CAT-H-EXPENSES: _____ CAT-I-EXPENSES: _____

CAT-J-EXPENSES: _____ CAT-K-EXPENSES: _____ CAT-L-EXPENSES: _____

CAT-M-EXPENSES: _____ CAT-N-EXPENSES: _____

TOTAL ADVERTISING EXPENDITURES: _____

85629964

From: Lynnette Stevens

To: Kelli Scruggs

CC: Vincent Losito
George Baroody

Don Kisling
S. Tesh C. Hill

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

Analytical Requirements:

FOR CONTROL USE ONLY	
Code Assigned	<u>05787</u>
Job Number	<u> </u>
Est. Redemption	<u>13%</u>

* Where Applicable

86075409

CREATIVE INPUT DOCUMENT

SPECIFICS

Date/Time: 10/30/98 1:46 PM
Prepared By: _____
Milestone Presentation Date: _____
Estimated Creative Budget: _____
Concept: _____ **Execution:** _____

Client Name: _____
Matter Number: _____
Project Title: _____
Est. Production Budget: _____
Media: _____

OBJECTIVE

Why are we advertising?

What do we plan to achieve?

- | | | | |
|---|--------------------------------------|--------------------------------------|--|
| <input type="checkbox"/> Relationship-Building | <input type="checkbox"/> Retention | <input type="checkbox"/> Acquisition | <input type="checkbox"/> Loyalty |
| <input type="checkbox"/> Competitive Blocking | <input type="checkbox"/> Cross-Sell | <input type="checkbox"/> Up-Sell | <input type="checkbox"/> Lead Generation |
| <input type="checkbox"/> New Product/Package Intro. | <input type="checkbox"/> Direct Sale | <input type="checkbox"/> Awareness | <input type="checkbox"/> Trial |
| <input type="checkbox"/> Change Image Perception | <input type="checkbox"/> Other | | |

TARGET

To whom are we talking?

Who is the primary target? Is there a secondary target? What is their relationship to the brand, and what do they currently think about it?

COMMUNICATION PLATFORM

What is the single most important message/idea we are trying to communicate?

What is the unique selling position that will help us achieve our advertising goal? Are there any secondary messages?

What is the key benefit to the target?

What's in it for the reader?

Is there an offer/call to action?

What are we offering the target to persuade him/her to act now? (A premium, sweepstakes, limited-time offer, free information, or something else?)

What would we like our target to think?

What would our target say after being exposed to our program?

LORILLARD TOBACCO COMPANY
Market Planning and Information Department

To:	Mike Mozina
Firm:	MSA
FAX #:	Autodial
From:	Susan Smith
FAX #:	335-7733
Phone #:	335-7150
Date:	8/31/98
# Pages:	3 (including this cover page)

Mike,

As promised, here are:

- Approval for AWS Quarterly Store Count Database to begin 3rd Quarter 1998
- Table showing significant jump in Convenience Store market importance in 2nd Quarter 1998

Talk to you soon!

Sue

86220420

12/12/96 08:33

504 7348616

LORILLARD TOB --- NYO 1

001/004

TO: K. A. Sparrow
 FROM: F. Strickland

SUBMISSION DATE	
DEC 13 <input checked="" type="checkbox"/>	FEB 24 <input type="checkbox"/>
JAN 25 <input type="checkbox"/>	APR 4 <input type="checkbox"/>

SUBJECT: MAVERICK SPECIALS - PROGRESS REPORT**GEOGRAPHY**REGION: FULL PARTIAL

(ONLY IF PARTIAL REGION CONTINUE WITH DIVISION(S) SCOPE)

DIVISION:	FULL <input type="checkbox"/>	PARTIAL <input type="checkbox"/>			
DIVISION NAME:	<input type="text"/>	DIVISION NAME:	<input type="text"/>	# REPS	<input type="text"/>
DIVISION NAME:	<input type="text"/>	DIVISION NAME:	<input type="text"/>	# REPS	<input type="text"/>
DIVISION NAME:	<input type="text"/>	DIVISION NAME:	<input type="text"/>	# REPS	<input type="text"/>

DISTRIBUTION
DIRECT ACCOUNTS AND CHAINS HEADQUARTERED WITHIN THE REGION
(15+ STORES) STOCKING NO MAVERICK SPECIALS

NAME OF ACCOUNT	NO. OF STORES	NAME OF ACCOUNT	NO. OF STORES
K&B	180	Sayle Oil	20
Delchamps	130	Dantzler	19
Winn Dixie	85	Southeast Foods	18
Schwegmann	39	Compac Foods	18
Autry Greer	36	Bayou Foods	17
Double Quick	36	Econ	16
Litco	23		
Huber Oil	25		
Morris Corp	22		

86250203

TO: Mrs. K.A. Sparrow

SUBMISSION DATE:

FROM: R.G. Ryan

JUNE 7

X

AUG. 2

OCT. 7

NEWPORT LIGHTS HEAVY UP PROGRESS REPORT

EFFECTIVENESS OF DISTRIBUTION ALLOWANCE:

DIRECT ACCOUNT/WHOLESALERS:

Distribution allowance was very effective in accomplishing our objectives. All accounts have purchased introductory products.

DIRECT ACCOUNT CHAINS:

Eagle Foods is the only Void.

NON-DIRECT ACCOUNT CHAINS:

Reception from these accounts is most positive with a solid incentive to purchase.

EFFECTIVENESS OF THE RETAIL (1.00 OFF CARTON) DISTRIBUTION ALLOWANCE:

Has been most helpful in acquiring desireable distribution when needed by Sales Reps.

PROMOTIONAL ACTIVITY

40c OFF PACK -

GENERAL MARKET: The 40c off promotions continue to be well received at the retail stores and by consumers, as well.

86236474

DIVISION: _____

DATES: _____

ACCOUNT: _____

INVENTORY FOR: _____
(STATE)

DIRECT ACCOUNT STATUS REPORT

<u>BRAND</u>	<u># OF CARTONS ON HAND</u>	<u>AVERAGE WEEKLY MOVEMENT</u>	<u># OF WEEKS ON HAND</u>
STYLE LIGHT 100'S	_____	_____	_____
STYLE LIGHT MENTHOL 100'S	_____	_____	_____
STYLE LIGHT BOX 100'S	_____	_____	_____
STYLE MEN. LIGHT BOX 100'S	_____	_____	_____
STYLE SLIM LIGHT 100'S	_____	_____	_____
STYLE SLIM MEN. LT. 100'S	_____	_____	_____

NOTE: REPORT STYLE INVENTORY ONLY.

SUBMIT REPORT ONLY IF STYLE IS STILL ON HAND IN THIS ACCOUNT.

CC: REGIONAL SALES MANAGER, ALL DIVISIONS SERVICED BY THIS ACCOUNT.

ACTION PLAN:

86244113

RECORDS RETENTION SCHEDULE RECONCILIATION

RECORDS MANAGEMENT DEPARTMENT - M/C

DEPARTMENT NAME SCIENCE & TECHNOLOGY

COST CENTER NUMBER 141

INDEX BINDERS CONSOLIDATED BY:

N/A DATE _____

INDEX BINDER RE-LABELED BY:

Donie Mallory DATE 2/15/90

RETENTION & RECOMMENDATION FILE REORGANIZED AND RE-LABELED BY:

N/A DATE _____

RECORDS RETENTION SCHEDULE PLACED IN INDEX BINDER AND IN FILE BY:

Wayne Baughan DATE 4/18/90

BOXES CREATED FOR HARD COPY PERMANENT RETENTION RECORDS BY:

N/A DATE _____

RECORDS TRANSFER INVENTORY FORMS UPDATED BY:

Wayne Baughan DATE 7/25/90

2051119008

TELECOPY INFORMATION

HUNTON & WILLIAMS

Riverfront Plaza
951 East Byrd Street
Richmond, Virginia 23219-4074
(804)788-8200
2nd Floor Telecopier

Telecopier Nos.
(804)788-8218
(804)788-8219
(804)788-8669

TO:

Name: Ken Forrest
FAX NO.: 212-403-2211
Name: Tom Frederick
FAX NO.: 312-558-5700
Name: Tom Griffin
FAX NO.: 617-523-1231
Name: Evan Hurwitz
FAX NO.: 202-942-5999
Name: Barry Levin/Curt Caton
FAX NO.: 415-772-6268
Name: Barbara Robbins
FAX NO.: 212-403-2033
Name: Greg Stone/Ron Olson
FAX NO.: 213-687-3702
Name: Bill Allinder/Jeff Nelson
FAX NO.: 816-421-2708
Name: Steve Krigbaum
FAX NO.: 917-663-5593
Name: Tom Stoever
FAX NO.: 303-832-0428
Name: Judy Bernstein-Gaeta
FAX NO.: 202-942-5999
Name: Dal Burton
FAX NO.: 404-581-8330
Name: Andy McGaan
FAX NO.: 312-861-2200
Name: James Wilson
FAX NO.: 336-335-7707
Name: Eric Sarner/Doug Flemming/
Peter McKenna
FAX NO.: 212-735-2000
Name: Thomas McKim
FAX NO.: 336-741-0671
Name: D. Scott Wise
FAX NO.: 212-450-4800

4 Pages (Including Cover)

Original to follow in mail: Yes No

86328049

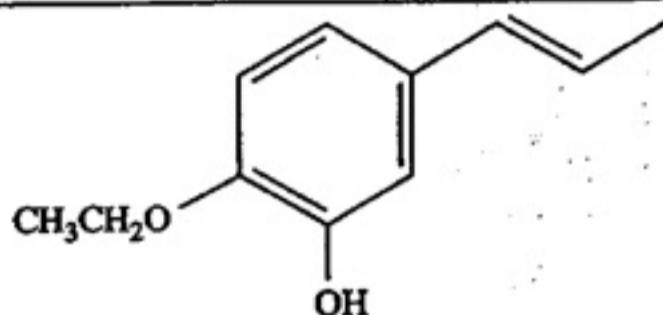
DECISION TREE ESTIMATION OF TOXIC RISK

NAME	J. D. Ergle and R. F. Dufresne	DATE	August 14, 1990
------	--------------------------------	------	-----------------

COMPOUND NAME

Vanitrope

STRUCTURE



ESTIMATED TOXICITY CLASS

III

LORILLARD COMPOUND CODE NUMBER

B134

COMMENTS

This ethoxy substituted aromatic falls into class III.

J. D. Ergle
J. D. Ergle
Research Chemist

R. F. Dufresne
R. F. Dufresne
Research Chemist

87089073

Date: 3/14/90

90-B-1

Sample No. 1194-90
 Type of Cigarette 100 mm Filter
 Batch Size 47.5 lbs.

Original Request Made By J.H. Bell on 2/15/90

Purpose of Sample Cigarette Modification B-451

Sample Specifications Written By C.W. Lassiter

<u>BLEND</u>	<u>CASING</u>	<u>RECASING</u>	<u>FINAL FLAVOR</u>	<u>MENTHOL</u>
Attached	None	Attached	None	None

<u>Cigarettes</u>	<u>Filters</u>
-------------------	----------------

Maker	MK 8	Section A	Section B
Length	99.0 mm	27 mm	mm
Filter Length	27 mm	Kind	3.3/35,000
Circumference	24.8 mm		OG Lt.
Weight	78.0g/100	Rod Length	108 mm
Paper	81-01-07	Pressure Drop	400 mm
Tip. Paper	25-04-07	Circumference	24.45 mm
	67 mm White	Weight	75.3g/100
Tip. Paper Por.	430	Plast.	7% Kent
Glue Roller	G	Plug Wrap	84-52-28
Air Dilution	13.0 %	Plug Wrap Por.	655 c
		Comb. Wrap	
		Comb. Wrap Por.	

WrappingResponsibility

Labels	White	Tobacco Blend	Lassiter/Douglas
Closures	Blue	Filter Production	MFG.
Tear Tape	White	Making & Packing	James
Cartons	White	Shipping	
Markings	Sample No. on each Carton	Sample Requisition (Form 02:20:06)	James

RequirementsLaboratory Analysis:

Laboratory	1 Tray	Mainstream Smoke Analysis
Other		

Special Requirements

87093315

Director, Product Development

RECEIVED
AUG 2 1987

FINAL REPORT AMENDMENT

STUDY NAME Induction of Hepatic Enzymes in Rats (B202)

STUDY NUMBER I-7016.401

INITIATION DATE October 27, 1986 DATE OF FINAL REPORT February 26, 1987

PART OF FINAL REPORT TO BE AMENDED (EXACT LOCATION)

Page 14 and Table 4

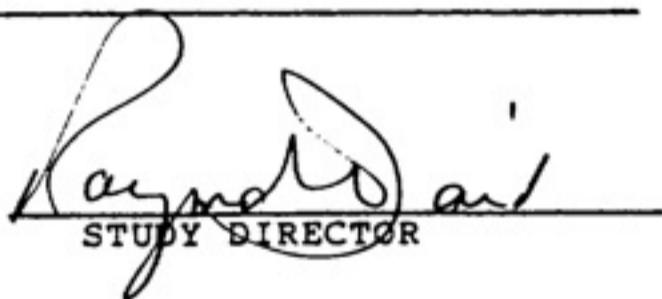
REASON FOR THE AMENDMENT Request from sponsor

AMENDMENT (Attach additional sheets as necessary)

see attached

APPROVALS

8/7/87
DATE


Payne D. Hall
STUDY DIRECTOR

87125460

08/14/87
DATE


R. M. J. O. N.
QUALITY ASSURANCE

TEST ARTICLE RECEIPT

TA #: T07281A

SPONSOR'S NAME: Lorillard

TEST ARTICLE IDENTIFICATION: B220

LOT #: 012590 CONDITION OF SHIPMENT: GOOD BROKEN LEAKED

SHIPPED VIA: Direct Express

PHYSICAL DESCRIPTION: Clear brown liquid

NO. OF CONTAINERS: One

GROSS WEIGHT: Not provided NET WEIGHT (if provided): 100 g

EXPIRATION DATE: Not provided

SPECIAL HANDLING REQUIREMENTS: Store refrigerated in dark.

RECEIVED BY: Harold Jauvin DATE: 03/01/90

STUDY DIRECTOR/DEPARTMENT: Ray David

SIGNATURE OF DEPARTMENT CONSIGNEE: Harold Jauvin

DATE: 03/02/90

87437840

PURCHASING
 STATIONARY

PURCHASE REQUISITION
PLEASE INCLUDE ONLY ONE TYPE OF MATERIAL ON THIS REQUISITION

P.O. 1534 REV.10/79
LT-10-79

DATE
April 19, 1988

VENDOR

FOR PURCHASING DEPARTMENT USE ONLY

ORDER NO.

Piedmont Research Laboratory 2748 Patterson Ave., Greensboro, NC

TERMS

NET 15

F.O.B.

N/A

VIA

N/A

27407

Prev. or Recommended Supplier

SHIP TO (DEPT., BRANCH)

Lorillard Research Center

N. A. Thaggard

DATE WANTED

As required

420 English St., Greensboro, NC 27405

QUANTITY	CODE	DESCRIPTION	UNIT PRICE
		This is your authorization to prepare cigarette smoke condensate according to the protocol "Standard Operating Procedure for the Preparation of Smoke Condensate for Mouse Skin Bioassay," for the period April 1, 1988 through December 31, 1988. Condensate will be prepared according to a time schedule provided by Lorillard. The fixed price for condensate collection will be at a rate of \$1,750/10,000 cigarettes smoked. Piedmont will pay the cost of consumable supplies. This work is to be conducted in accordance with the December 10, 1984 formal agreement between Piedmont Research Laboratories and Lorillard. All work is to be coordinated with our Mr. Neil Thaggard (919) 373-6628.	

FOLLOW UP DATE	REQUISITION NO.		ISSUED BY
BUDGET NO.	ACCT. NO.	DEPT. NO.	APPROVED BY
	4111	8700	H. J. Minemeyer

87147607

47th TCRC REGISTRATION FORM

Please type or print

Name: _____
Title First Middle Last

Institution: _____

Address: _____
Street P.O. Box#

City State ZIP Code Country

Telephone: _____ FAX #: _____

Name of guest: _____

Continental Breakfast on Tuesday Breakfast on Wednesday
 Fall Foliage Tour on Tuesday Craftsman Village Tour on Wednesday

Advance Registration Fee: (prior to September 1) \$135.00
Late Registration Fee: (after September 1) \$150.00
 Extra banquet tickets @ \$40.00
 Ground Transportation (round trip) \$ 30.00

TOTAL _____

Please complete this portion if you need transportation from and to the Knoxville Airport.

No. in Party: _____

DATE	TIME	CARRIER	FLIGHT #
------	------	---------	----------

Arrival : _____

Departure: _____

Send this registration form, along with payment to the address noted below. Enclose a check or international money order payable in U.S. funds to the University of Tennessee - 47th TCRC.

Mail to: Dr. Phil P. Hunter
U. T. Tobacco Experiment Station
Route 5 Box 113
Greeneville, TN 37743

Telephone: (615) 638-6532
FAX: (615) 638-6458

87332450

COMPOUND PHYSICAL PARAMETERS

URC FILE NUMBER
A221

LOT NUMBER

PHYSICAL STATE

A crystalline solid at room temperature which melts at >56°C.

pH

The pH of a 50% concentration of A221 in water was theoretically calculated to be 7.26 at 22°C from a 0.5% solution in 79.5% aqueous dioxane according to the extrapolation procedures of Dr. P. D. Schickendantz, Loxillard Accession Number 1662. Reference 45-10-1.

SPECIFIC GRAVITY

Not Determined.

SOLUBILITY

MUTAGENICITY SOLVENTS

A221 is soluble in EtOH at 0.2 g/mL, with stirring, at room temperature. Reference BC30-88.

A221 forms a solution in corn oil at 0.5 g/0.5 mL, with stirring at room temperature. Reference BC30-88.

ORAL

A221 forms a solution in corn oil at 0.5 g/0.5 mL, with stirring at room temperature. Reference BC30-88.

ACUTE CARDIOVASCULAR

A221 is insoluble for this procedure. Reference BC30-88.

STORAGE RECOMMENDATIONS

Refrigerate in an amber glass bottle at no more than 8°C.

COMPOUND SENSITIVE TO

AIR HEAT MOISTURE OTHER _____

SAFETY COMMENTS (SUGGESTED HANDLING PROCEDURE)

SIGNATURE
Elizabeth W. Crouse
LOXILLARD RESEARCH CENTER

A - 13

DATE
November 28, 1990

FORM 9 (REV)

87428306

REQUEST FOR CHANGE
F-1001 7/88

RFC 880029

ORIGINATOR Name: Dan Straka	Date Prepared 8-17-88	Page 1 of 1	Date 8-17-88
Position	Telephone No. 5398	Received By D. Marsh	
Department Name and Location 611-13 3rd Floor	Change Order Number 8610059		
Brand/Assembly/Material Affected Glass Mat and Slit Glass Mat			
Type of Change			
<input type="checkbox"/> Addition <input type="checkbox"/> Deletion <input checked="" type="checkbox"/> Change	<input type="checkbox"/> Design <input type="checkbox"/> Compatibility <input type="checkbox"/> Manufacturability	<input type="checkbox"/> Spec Change <input type="checkbox"/> Cost Reduction <input checked="" type="checkbox"/> Other	<input type="checkbox"/> Emergency <input type="checkbox"/> Urgent <input checked="" type="checkbox"/> Routine

Description of Problem

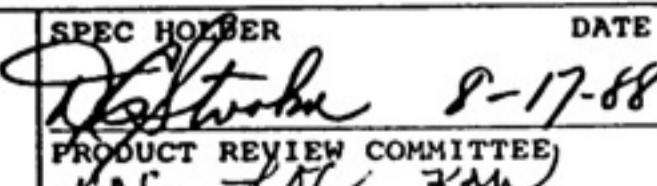
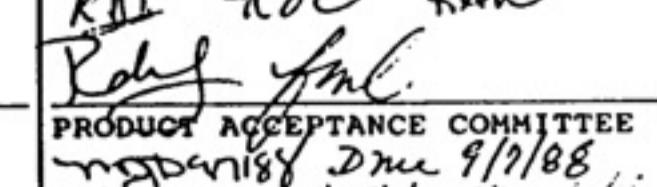
The current specifications for glass mat and slit glass mat can be made more accurate and complete with the following changes:

- Glass Mat:** Delete C-glass from item description.
 Change glass softening point to 756 +/- 10 degrees from 750.
 Change rolls per pallet to 2 from 1.
- Slit Glass Mat:** Delete C-glass from item description.
 Change bobbins per stack to 47 from 45.
 Add outside diameter specs of 30.0, 26.0 - 31.0 inches.

Proposed Solution

Change the current MSS specifications as outlined above.

51484 3791

Signature	Title	Date
Accepted for Investigation		
Final Disposition	<input type="checkbox"/> Approved	<input type="checkbox"/> Rejected
Action Taken or Reason for Rejection	SPEC HOLDER  PRODUCT REVIEW COMMITTEE KLL DCL KAW	
	DATE 8-17-88	
	Proposed Effective Date:  9/8/88	
	PRODUCT ACCEPTANCE COMMITTEE mgdani88 Due 9/7/88 JWR PTK JAS 8-17-88 KLL 9/7/88	

10675

STOUT INDUSTRIES, INC.

6425 W. FLORISSANT AVE., ST. LOUIS, MO. 63136 • (314) 385-2280

PROPOSAL

TO Lorillard Corporation
 ADDRESS 666 Fifth Avenue
 CITY New York
 STATE New York 10103
Attn: Mr. Robert Kennedy

FOR Metal "Pack" Plaque
 DATE October 16, 1987
Mr. A. D. Steinberg
 YOUR REPRESENTATIVE

It is our pleasure to propose the following:

ITEM: Harley Davidson Metal Plaque SIZE: 17 $\frac{1}{2}$ x 23 $\frac{1}{2}$ "
 MATERIAL: STEEL ALUMINUM OTHER GAUGE .025"

COLORS: Transparent gold, opaque black, white and orange
 BASE COLOR Aluminum SINGLE FACE DOUBLE FACE

HOLES: YES NO NUMBER OF 4
 CORNERS: ROUND SQUARE ANGLE CUT TO SHAPE

EDGES: HEMMED CURLED EMBOSSED BEADED BORDER
 STAMP FRAME RIGHT ANGLE BEND BACK FRAME

PACKING: PER CARTON 10 PER CRATE _____ PER BUNDLE

OTHER: Price is based on reproduction of customer supplied "Pack" box.

Tooling: Form die, brass emboss die to achieve detail on eagle.

QUANTITIES: 500 Plaques One time tooling @ \$3,015.00

PRICE: \$9.18 each Steel tips \$1,045.00

1060-

BILLING: BILL AS MANUFACTURE. BILL AS SHIP FOR. 6 MOS. 12 MOS.

WAREHOUSING: SHIP IMMEDIATELY. 6 MOS. WHSE. 12 MOS. WHSE.

DROP SHIPPING: _____ PER SHIPMENT.

7812-8650-

CONDITIONS:

PRICES QUOTED HEREIN ARE BASED ON CURRENT COSTS AND ARE FOR IMMEDIATE ACCEPTANCE.

*These prices will be updated periodically, from date of order, to reflect changes in material and labor costs.

Prices and terms quoted herein are not subject to verbal changes unless confirmed in writing by the home office of this company in ST. LOUIS, MO. All contracts for delivery are contingent upon fires, strikes or other causes beyond our control.

Purchaser agrees to accept overrun or underrun to the extent of 10% of the quantity ordered.

Any taxes or governmental charges which the seller may be required to pay or collect upon the production, sale, storage, or delivery, under any existing or future law shall be for the account of the buyer who shall promptly pay the amount hereof to the seller upon demand.

F.O.B. ST. LOUIS, MISSOURI. Shipments via truck shipped freight collect.

A 15% service charge will be added to freight costs for all prepaid shipments involving 5 or more pieces.

87528380

TERMS — NET 10 DAYS

A service charge of 1½% per month will be applied to all unpaid balances over 30 days.

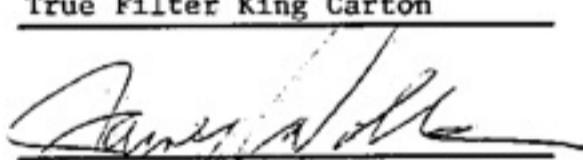
STOUT
INDUSTRIES, INC.

COUPON CODE REGISTRATION FORM

FROM: J. La Valle

TO: S. A. Rapisarldi

cc: R. G. Ryan
McGlynn

- Brand(s) Applicable	TRUE
- Media Type	On-Carton Instant Redeemable
- Media Name	N/A
- *Issue Frequency/Year	N/A
- *Space/Color	N/A
- Coupon Issue Date	10/90
- Coupon Expiration Date	6/30/91
- Circulation (#)	1,213,400
- Geographical Area(s)	National
- Coupon Value	\$2.00
- Pack and/or Carton?	Carton
- *Advertising Creative Title	True Filter King Carton
- Signature of Initiator	
- Date Initiated	May 3, 1990

ANALYTICAL REQUIREMENTS: Break-out separately by packing as indicated

FOR CONTROL USE ONLY:

Code Assigned S30430

Job Number 112

87533049

CENTER FOR INDOOR AIR RESEARCH
1099 WINTERS ROAD SUITE 280 LINTHICUM, MD. 21090
(410) 684-3777 FAX (410) 684-3729

APPLICATION FOR RESEARCH CONTRACT

1. PRINCIPAL INVESTIGATOR. NAME, TITLE, TELEPHONE # AND MAILING ADDRESS.

(A) Steven R. Kleeberger, Ph.D. (B) Associate Professor (C) (410) 955-3515/955-0299
NAME TITLE TELEPHONE #/FAX #
(D) Environmental Health Sciences (E) Johns Hopkins University, School of Hyg. & Pub. Hlth.
DEPARTMENT INSTITUTION
(F) 615 North Wolfe Street, Baltimore, Maryland (G) 21205
MAILING ADDRESS STATE/ZIP

2. PROJECT TITLE Mechanisms of Chronic Ozone Exposure: Role of Inflammation

3. KEY WORDS. PLEASE PROVIDE THREE (3) KEY WORDS WHICH WILL BE USED AS REFERENCE HEADINGS. Ozone, Inflammation, Mast Cell

4. INSTITUTION. NAME AND ADDRESS OF INSTITUTION RESPONSIBLE AND ACCOUNTABLE FOR DISPOSITION OF FUNDS AWARDED ON THE BASIS OF THIS APPLICATION.

(A) Johns Hopkins University (B) 615 North Wolfe Street
INSTITUTION STREET ADDRESS
(C) Baltimore (D) Maryland 21205
CITY STATE/ZIP

5. LOCATION. LIST LOCATION WHERE RESEARCH WILL BE CONDUCTED IF OTHER THAN INSTITUTION IDENTIFIED IN #4 ABOVE.

- (A)
(B)

6. INCLUSIVE DATES AND TOTAL COSTS OF THIS SPECIFIC PROJECT RELATED TO EACH 12 MONTH PERIOD IF MORE THAN ONE YEAR IS REQUIRED TO COMPLETE PROJECT. SUMMARIZE FROM BUDGET PAGE, ITEM 12(j). IT MUST BE UNDERSTOOD THAT AWARDS FOR 2ND AND 3RD PERIODS ARE DEPENDENT ON CENTER APPROVAL OF CONTINUATION APPLICATION.

	INCLUSIVE DATE	THRU	TOTAL COST
(A) 1ST 12 MONTH PERIOD	<u>01/01/94</u>	<u>12/31/94</u>	\$ <u>210,910</u>
(B) 2ND 12 MONTH PERIOD IF REQUIRED	<u>01/01/95</u>	<u>12/31/95</u>	\$ <u>212,481</u>
(C) 3RD 12 MONTH PERIOD IF REQUIRED	<u>01/01/96</u>	<u>12/31/96</u>	\$ <u>220,416</u>

7. INSTITUTIONAL OFFICER. NAME, TITLE AND TELEPHONE NUMBER OF INDIVIDUAL AUTHORIZED TO SIGN FOR THE INSTITUTION IDENTIFIED IN #4 ABOVE. IT IS UNDERSTOOD THAT THE OFFICER, IN APPLYING FOR A CONTRACT, HAS READ AND FOUND ACCEPTABLE THE CENTER'S MANAGEMENT OF RESEARCH CONTRACTS AND CONTRACT ADMINISTRATION POLICY.

(A) Alan M. Goldberg, Ph.D. (B) Assoc. Dean for Research
NAME TITLE
(C) (410) 955-9253 (D) 5/26/93
TELEPHONE SIGNATURE OF INSTITUTIONAL OFFICER DATE

8. PRELIMINARY STUDIES*.

- (A) FEASIBILITY OF PROPOSED RESEARCH
(B) QUALIFICATIONS OF INVESTIGATOR

9. EXPERIMENTAL PLAN*.

- (A) DESIGN
(B) METHODS
(C) ANALYSIS OF DATA
(D) INTERPRETATION OF RESULTS
(E) TIMETABLE FOR THE INVESTIGATION
(F) LITERATURE CITED

10. AVAILABLE FACILITIES AND RESOURCES.

11. OTHER SUPPORT

* APPEND AS MUCH MATERIAL AS REQUIRED. TYPE, SINGLE SPACE, USE 8-1/2" X 11" WHITE PAPER AND LABEL EACH SHEET WITH NAME OF THE PRINCIPAL INVESTIGATOR IN THE UPPER RIGHT HAND CORNER AND PAGE NUMBER AT THE BOTTOM. CONSECUTIVELY NUMBER EACH ADDENDUM BEGINNING WITH PAGE 5. DO NOT INSERT PAGES BETWEEN PAGES 1 AND 6, E.G., 2A, 2B, 3A, ETC. INCLUDE NINE COPIES AND AN ORIGINAL. IF SENDING PHOTOGRAPHS, INCLUDE 2 ORIGINAL SETS. NOTE: EACH OF THE NINE COPIES MUST BE PLACED IN A BINDER PER MAILING INSTRUCTIONS.

87594142

ACUTE TOXICITY IN MICE

COMPOUND	Mapleine		
SOURCE	Crescent	LORILLARD NO	B75
DATE RECEIVED	12/4/80	TESTED	3/12/81-3/24/81
INVESTIGATOR(S)	H. S. Tong & A. A. Poole	REPORTED	3/30/81
SIGNATURE(S)	<i>H. S. Tong</i> <i>A. A. Poole</i>		
STRAIN OF MICE	Swiss-Webster	MALE	<input checked="" type="checkbox"/> X
AVERAGE WEIGHT/RANGE (GM)	16-30	FEMALE	<input type="checkbox"/>
ROUTE OF COMPOUND ADMINISTRATION	<input type="checkbox"/> P.O. <input checked="" type="checkbox"/> I.P. <input type="checkbox"/> I.V. <input type="checkbox"/> INHALATION		
COMPOUND VEHICLE	<input type="checkbox"/> % METHYL CELLULOSE	<input type="checkbox"/> CORN OIL	<input type="checkbox"/> SALINE <input checked="" type="checkbox"/> OTHER pure solution
GROUP NO.	% SOLUTION	DOSAGE (mg/kg BODY WEIGHT)	RESULTS (NO DEAD/NO. TESTED)
1	100	5000	0/6
2	100	6000	0/6
3	100	7200	0/6
4	100	8640	0/6
5	100	10368	0/6
REFERENCE FOR CALCULATION: Weil, Carroll S., Biometrics, Vol. 8, No. 3., Sept. 1952, p. 249.			
LD ₅₀ (95% CONFIDENCE LIMITS): LD ₀ = 10,368 mg/kg			
CONCLUSION: Higher doses were impractical. The recommended safe dose for trial inhalation in man is 80.6, 40.3, or 26.8 mg per cigarette when smoked 1,2 or 3 cigarettes per hour, respectively.			
Copies to the following: H. J. Minnemeyer L. B. Gray			

46024678



46th Tobacco Chemists'
Research Conference

46TH TCRC REGISTRATION FORM

Please type or print

Name: _____
First _____ Middle _____ Last _____

Institution: _____

Address: _____
Street _____ P.O. Box# _____

City _____ State _____ ZIP Code _____ Country _____

Telephone: _____ Area Code: _____

Name of spouse participating in the guest programs

_____ Monday (Y/N) _____ Tuesday (Y/N) _____

Advance Registration Fee: (prior to August 10)	\$ 170.00	_____
Late Registration Fee: (after August 10)	\$ 185.00	_____
Extra banquet tickets @ \$ 40.00		_____

TOTAL _____

Send this registration form, along with payment, to address noted below in attached envelope. Enclose a cheque or international money order payable in Canadian funds to the 46th Tobacco Chemists' Research Conference.

Mail to: Ms. Susan Mathison
Canadian Tobacco Manufacturers' Council
701-99 Bank Street
Ottawa, Ontario, Canada K1P 6B9
(613) 238-2799

87682908



New
SATIN 100's

1982

Direct Account _____

Please Ship To _____

Address _____

City _____

State _____ Zip _____

Delivery Date _____

No. OF CARTONS	BRAND
_____	Satin Filter 100's
_____	Satin Menthol 100's
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Signature of
Retail Purchaser

Order Taken By
Sales Representative

DIRECT ACCOUNT

6152508

Quotation Request

APPLIED GRAPHICS

Date: July 7, 1993

Estimate No.:
4854-5

Account Executive:
Peter Faucetta Jr.

Quotation To:
Lorillard
One Park Avenue
New York, NY 10016
Attn: Neil Toumey

Quantities and Description:

H/D 8 Pk. Wide Header
4 C/P + 2 Hits Day-Glo + Spot Varnish
Qty: 89,725

Sizes:
19.750 X 11

Paper and Materials:
24 pt. Carolina C/1/S

Preparation and Composition:

Final Film Supplied
Combined Blue

Process and Colors:
6/1
1/1

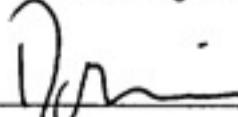
Binding:
Leave in Full Sheets

Packing and Distribution:
Bulk in cartons, FOB Oceanside
Delivery Date:
Please allow 14 working days for delivery

Prices and Schedule:
\$16,158

Other Specifications:

Authorized Signature:



Accepted by:

Applied Graphics Technologies
50 West 23rd Street, N.Y.C. 10010
TEL: (212) 627-4111 FAX: (212) 627-8602

88547278

FINAL REPORT AMENDMENT

Study Name Acute Toxicity of Reference Cigarette Smoke after Inhalation in Mice.
 Study Number I-1725.001

Initiation Date 25 March 1982

Date of Final Report (Review Completed Date) 27 April 1982

Part of Final Report to be Amended (Exact location) _____

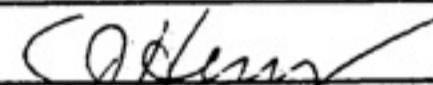
The attached is an addition to the I-1725.001 Final Report

Reason for the Amendment Survival after repeated doses over a 14 day period may not be accurately predicted from survival after a single day's exposure.

Amendment (Attach additional sheets as necessary) The report of the results of A 14 Day Repeated Dose Assay for Reference Cigarette Smoke in Mice (I-1725.001-M1) is attached.

6/3/82

DATE



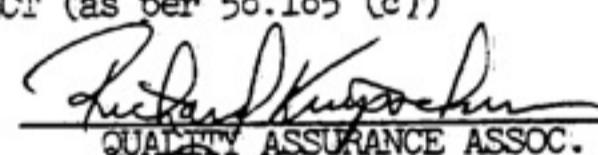
STUDY DIRECTOR

APPROVALS

ACCEPT/REJECT (as per 58.185 (c))

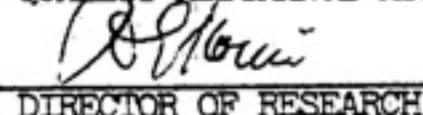
03 June 1982

Accept


QUALITY ASSURANCE ASSOC.

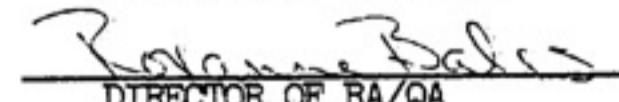
3 Jun 1982

Accept


DIRECTOR OF RESEARCH

3 June 1982

Accept


DIRECTOR OF RA/QA

Received by REGULATORY AFFAIRS

3 June 1982


REGULATORY AFFAIRS

89368010

EPL

EXPERIMENTAL PATHOLOGY LABORATORIES, INC.

QUALITY ASSURANCE
REPORT CERTIFICATION

Client Name Borriston Laboratories, Inc. Client Study No. 1419A

Study Director Dr. William O. Iverson Pathologist Dr. Charley E. Gilmore

Study Title Bioassay of Cigarette Smoke Condensates for Potential
Tumorigenic Activity on Mouse Skin
(Revised Pathology Report)

Test Article Multiple Species Mice

All parts of the pathology phase of this study, including the final report,
were reviewed by Experimental Pathology Laboratories Quality Assurance Unit
on March 2 - June 8, 1983. All findings were reported
to the Study Director and Management.

Janet Milazzo

6/8/83

89386032

TO: R. H. ORCUTT
FROM: J. J. BUXTON
SUBJECT: STYLE LIGHTS PROGRESS REPORT

SUBMISSION DATE:
FEB 17 MAY 11
MAR 16 X JULY 6

DISTRIBUTION: EFFECTIVENESS OF PRE-SELL (REPORT ON FEB. 17 ONLY).

% OF DISTRIBUTION ACHIEVED IN RETAIL OUTLETS:

52 % CLASSIFIED CALLS

10 % ANNUAL CALLS

PROMOTIONAL IMPACT:

20 CENTS OFF PACK HAS PROVEN TO BE AN EXCELLENT TOOL IN GENERATING PACK TRIAL IN
COUPON/STICKER: BOTH HIGH AND LOW DEVELOPMENT PRICE VALUE MARKETS. MANY
DISPLAYS SELLING OUT BEFORE RECONTACT.

SALES FORCE 20'S ADDITIONAL SUPPLY WOULD BE HELPFUL. INITIAL QUANTITIES
WERE QUICKLY DEPLETED.

\$1.50 OFF CARTON CARTON MOVEMENT SPOTTY AT THIS POINT. SUPPLIES ARE MORE THAN
COUPON: ADEQUATE AND THE NEED IS MOSTLY PACKAGE SUPPORT AT THIS TIME.

EFFECTIVENESS OF ADVERTISING: OUTDOOR AND PRINT ADS HAVE BEEN EFFECTIVE IN
CREATING CONSUMER AWARENESS IN THOSE DIVISIONS WITH ADVERTISING. BILLBOARDS
ARE EYE CATCHING AND CONSUMERS ARE MORE AWARE OF THE PRODUCT IN THOSE MARKETS
WITH ADVERTISING.

Date October 17, 1979

MARKETING RESEARCH PROJECT APPROVAL
(To be filled out by Marketing Research Department.)

PRODUCT Triumph PROJECT Triumph Disaster Check Study # 5546/1979

Research Design (N, Cells, Eligibility, Design, Key Banner Breaks, Methodology, Cities)

Contact respondents from Buffalo and Kansas City who had previously participated in a steak knife offer. This will consist of one cell of approximately 175 respondents who are Triumph most often smokers/riers. This study is intended to provide us with any negatives associated with Triumph. Banner points will include Triumph most often smokers (we anticipate approximately 25 most often people), switchers away from Triumph (N approximately 45). It should be noted that an action standard of at least 50% be obtained in acting upon any product negatives associated with these groups--see research limitations below for additional action standard.

(See attached memo)

Key Criteria For Analysis

- Triumph switchers asked why no longer smoking Triumph
- Present smokers of Triumph asked reasons for switching to Triumph
- Mentions of "harshness"

Research Limitations

Due to sample size and experience we feel 25 respondents will presently be Triumph smokers. An action standard of 75% should be utilized for judgments on product negatives only among this group.

If 75% of Triumph smokers mention "harshness" we could consider it a problem. If 50-75% of Triumph smokers mention "harshness" we could consider it a possible problem (look at other areas).

If below 50% of Triumph smokers mention "harshness" we could consider it not a problem.

Cost Estimate \$2,250

Research Firm The Data Group, Inc.

+ - 10% Contingency yes no

Incidence =

Final Report Inc. yes no

Length Int. 10 minutes

Prepared by: Scott R. Benson JB

Open Encls 4

Approved by:

Reversals 1

J. S. Allen
Marketing Research Director

Topline 2 wks from start of fld.

Product Manager John W. Scott 10/19

Final 4 wks from start of fld.

Group Product Manager John W. Scott 10/19

89856243

DATE April 27, 1981

MARKETING RESEARCH PROJECT APPROVAL
(To be filled out by Marketing Research Department)

file
PRODUCT New Products

PROJECT No Side Stream
TITLE Smoke Focus Groups

JOB# 5546/1481

Research Design (N, Cells, Eligibility, Design, Key Banner Breaks, Methodology, Cities)

Three Groups (1 male/2 female) will be conducted in Ridgewood, N.J. on May 7th to explore the NSS concept/product.

The groups will be comprised of random Reduced Tar smokers. No group will be over represented by brand, type or size of cigarettes.

All smokers will be 18 years and over and smoke 10+ cigarettes per day.

Key Criteria For Analysis

To determine if the NSS concept/product is viable based upon smokers reactions.

Research Limitations

Information from this exploratory research is directional only.

Cost Estimate \$6,816

+ - 10% Contingency yes X no _____
Final Report Inc. yes X no _____

Prepared by: R.W. Krieger

Approved by: JF

Marketing Research Director

Product Manager

Group Product Manager

Research Firm Ruth Manko Assoc.

Facility: Suburban Associates

Agency: D'Arcy/deGarmo

Incidence _____

Length Int. _____

Open Ends _____

Banners _____

Topline Oral presentation w/o 5/18

Final Written presentation w/o 5/25

Moderators fee: \$4,500.00

Facility: 1,500.00

Agency: 816.00

89867723

TO: Mr. Flinn
 Mr. Gantman
 Mr. Goldbrenner

Mr. Donahue (Loews)
 Mr. Duffy (Loews)
 Mr. Miele (Loews)

Mr. Hudson (Greensboro)
 Dr. Schultz (Greensboro)
 Mr. Tucker (Greensboro)
 Dr. Jones (Greensboro)

PRODUCT EF1MRD # 5546/478PROJECT ORIGINATED BY William Doyle1. STATES AND CITIES* SELECTED TO RECEIVE PRODUCT:

Alabama	x	Louisiana	x	Oklahoma	
Alaska		Maine	x	Oregon	x
Arizona	x	Maryland	x	Pennsylvania	x
Arkansas	x	Massachusetts		Rhode Island	x
California	x	Michigan	x	South Carolina	x
Colorado	x	Minnesota	x	South Dakota	
Connecticut	x	Mississippi	x	Tennessee	
Delaware	x	Missouri	x	Texas	
D. C.	x	Montana	x	Utah	x
Florida		Nebraska	x	Vermont	x
Georgia	x	Nevada		Virginia	x
Hawaii		New Hampshire	x	Washington	
Idaho		New Jersey	x	West Virginia	x
Illinois	x	New Mexico	x	Wisconsin	
Indiana		New York	x	Wyoming	x
Iowa		North Carolina	x	*Chicago, Ill.	x
Kansas	x	North Dakota	x	*NYC, N. Y.	x
Kentucky	x	Ohio	x		

2. ESTIMATED TEST PRODUCT QUANTITIES (PER MARKET)

PRODUCT	QUANTITY	(4's, 5's, 20's etc.)
Code #	Code #	
741	519	All are 20's
753	934	
827	639	
462		

2a. ESTIMATED TOTALS BY PRODUCT (ALL MARKETS COMBINED)

PRODUCT	QUANTITY	(4's, 5's, 20's etc.)
Code #741	1920 Packs	
Code #753	1920 Packs	All are 20's
Code #827	960 Packs	
Code #462	960 Packs	
Code #519	1920 Packs	
Code #934	1920 Packs	
Code #639	1920 Packs	

Special Comments: _____

91161344

TO: R. H. ORCUTT

SUBMISSION DATE:

FROM: _____

OCT 3

DEC 26

OCT 31

JAN 23

SUBJECT: HARLEY-DAVIDSON 100'S CIGARETTES PROGRESS REPORT

DISTRIBUTION: EFFECTIVENESS OF PRE-SELL (REPORT ON OCT. 3 ONLY).

DIRECT ACCOUNT AND CHAIN VOIDS (USE X TO INDICATE A VOID).

ACCOUNT	NO. STORES	LTS. 100'S	LTS. 100'S

% OF DISTRIBUTION ACHIEVED IN RETAIL OUTLETS:

% CLASSIFIED CALLS

% ANNUAL CALLS

PROMOTIONAL IMPACT:

\$.50 OFF PACK:

SALES FORCE 20'S:

\$5.00 OFF CARTON:

91315069

COMPETITIVE ACTIVITIES AND PROMOTIONS

REPORTED BY: A. L. EVERETT, MANAGER, CHAIN ACCOUNTS - ATLANTA, GA

DATE: SEPT. 27, 1991

MANUFACTURER: BROWN & WILLIAMSON

BRAND(S) PROMOTED: KOOL CIGARETTES

TYPE OF PROMOTION: SEE ATTACHMENTS

HOW WIDESPREAD? _____

OTHER COMMENTS: _____

CC:

A. H. TISCH	G. R. TELFORD	L. H. KERSH
R. H. ORCUTT	R. G. RYAN	J. R. SLATER
M. A. PETERSON	N. P. RUFFALO	S. T. JONES
M. L. ORLOWSKY	T. L. ACHEY	R. S. GOLDBRENNER
L. GORDON	P. J. McCANN	N. SIMEONIDIS
J. P. MASTANDREA	A. J. GIACOIO	S. F. SMITH
	J. J. TATULLI	

91355841

COMPETITIVE ACTIVITIES AND PROMOTIONS

REPORTED BY: VAL THURMAN, DIVISION MANAGER, LOUISVILLE, KY

DATE: 4/26/91

SOURCE OF INFORMATION: SHORT STOP FOOD MARTS, LOUISVILLE, KY

MANUFACTURER: PHILIP MORRIS

BRAND(S) PROMOTED: MARLBORO CIGARETTES

TYPE OF PROMOTION: CARTON PROMOTION SWEEPSTAKES
(SEE ATTACHMENTS)

HOW WIDESPREAD? _____

OTHER COMMENTS: _____

91356315

CC:

A. H. TISCH
R. H. ORCUTT
M. A. PETERSON
M. L. ORLOWSKY
L. GORDON
J. P. MASTANDREA

G. R. TELFORD
R. G. RYAN
N. P. RUFFALO
T. L. ACHEY
P. J. McCANN
A. J. GIACOIO
J. J. TATULLI

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