



MARDEN-KANE INC

~~SECRET~~
OK on (HD?)
\$ value 82 + up
- need clearance for
these product w/
gas cos.

TO: A. Sadovnick/B. Magid
FROM: Zish Molbegott
DATE: July 25, 1994
RE: Gasoline Check Proposal

Marden-Kane has designed a promotion event with all the attributes necessary to ensure a success.

THE OFFER

Money to the consumer for the purchase of gasoline! Marden-Kane through contacts with virtually every major gasoline company has worked out a system whereby gasoline stations will accept a Lorillard produced "GASOLINE CHECK" as part payment towards purchase of gasoline, accessories or repair service.

THE GASOLINE CHECK

The Lorillard (or brand name) "GASOLINE CHECK" is a real check. It is not a coupon or certificate. It is a bonafide check. The gasoline station management deposits the checks along with the gasoline stations regular bank deposit.

In order to have a means of tracking check redemptions, each gasoline company will be assigned a code number which the station will fill in on each check redeemed and deposited.

CHECK PRODUCTION

The "GASOLINE CHECK" will be printed under strict security measures by a bank note company. Lorillard's approval of the bank note company will of course be necessary prior to any production.

"GASOLINE CHECKS" are the size of a standard check. They are therefore easily handled by gas station personnel. However, the "GASOLINE CHECK" is not redeemable for cash by consumers.

Marden-Kane will clear the "GASOLINE CHECK" process with each of the participating gasoline companies relative to bank clearances/processing, etc.

Marden-Kane will present the "GASOLINE CHECK" custom designs to Lorillard featuring Lorillard graphics and colors for selection.

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