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FROM: A. G. FORSYTHE

DATE: January 23, 1981

SUBJECT: 1981 VICEROY SUPPORT PLANS

VICEROY is currently in the process of selecting a new line advertising campaign. It is our estimate that the campaign will be in the marketplace late in the Second Quarter or early in the Third Quarter.

We do not plan to finalize promotion plans for the last half of 1981 until we have the campaign so as to maximize the synergy between the advertising and promotion.

Currently, we will utilize the following during the first half of 1981:

- . Battle Kit with additional items available in the Second Quarter ordered based on Show Test results.
- . 12M \$1.00 off a carton of VICEROY Rich Lights store coupons for distribution maintenance in each of the six sales areas.
- . 50M perpetual VICEROY Rich Lights calendars which will be available in March. These calendars are very attractive and provide needed permanent point of purchase presence.
- . National 7-11 program in the Second Quarter 1981.

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