

MR 1909 (3-69) 100

BROWN & WILLIAMSON TOBACCO CORPORATION

FILTER SCORES

Brand: RALEIGH (BELAIR portion not tested) Project #: 1969-105
 Commercial: LAKE - NEW PACK :40 (with BELAIR Badminton :20) Sample: 336
 Code #: BW-RT-69-98 PM6 Base: (234)
 Supplier: AUDIENCE STUDIES

TEST DATES

L. Angeles: 8/5 and 6
 Chicago: 8/8

PM6
SCORES

COMMENTS

Overall 1.7

This commercial was tested in color.

CITY

Los Angeles 0.0
 Chicago 3.3

SEX

Male 0.0
 Female 3.3

AGE

16-25 0.0
 26-35 0.0
 36-45 0.0
 46 & Over 9.3

35 & Under 0.0
 36 & Over 5.0

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SPORTS MARKETING ENTERPRISES
DOCUMENT CLEARANCE SHEET

Date Routed: January 11, 1994 Contract No. 4011 00 00

Contract Subject: Joe's Place Exhibits

Company SPEVCO, INC. Brand(s) Camel/Winston

Total Contract Cost \$1,340,000.00 Current Year Cost 1994-1995

Brief Description 2 Joe's Place Exhibits for use at Winston Cup, Winston Drag and Camel Super Bike Events.

G/L Code: Program Budget Code

NAME SIGNATURE DATE

Originator Michael Wright

Manager John Powell B. J. Powell 1-11-94

REVIEW ROUTING

Insurance SIGNATURE DATE

Law

FS - Marketing

REVISIONS TO SHELL PAGE(S) SECTION(S)

(Other than Term,
 Compensation or Job)

APPROVAL ROUTING

* Sr. Manager (B. J. Powell)
 * Director - (G. L. Littell)

** Sr. VP T. W. Robertson

Return To: MARY SEAGRAVES SME 13 Plaza
 Ext. 1485

* UP TO AND INCLUDING \$25,000
 **OVER \$25,000

Revised 10/26/92

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