



A DIVISION OF LOEWS THEATRES, INC., P.O. BOX 5705, 9080 TELSTAR AVE. EL MONTE, CALIFORNIA, 91734
TELEPHONE: 213-671-6538

February 4, 1985

TO: Rowland Hammer
NEWPORT Brand Manager

FROM: Jocklyn Bush
Sales Representative 923-112

SUBJECT: NEWPORT (SPECIAL PROMOTION SAMPLING)

I have the area of the Los Angeles, Westwood and Beverly Hills California.

I am writing because I honestly feel NEWPORTS can be our #1 brand ever. I feel this because I have participated in at least three Sampling Nights at major Los Angeles Night Clubs. I was surprised at the number of newly converted NEWPORT smokers. How many more are out there waiting to be changed to NEWPORTS?

I thought NEWPORTS were basically a Black cigarette, yet it seems to be popular with other races, but with "Blacks" it seems to be the new KOOL, SALEM and BENSON & HEDGES of the middle 80's.

RIGHT NOW IS THE TIME TO STRIKE!!!

I honestly believe if we had a couple of major events and promoted items to support it, we can STRIKE and hurt our competitors.

I have heard from store managers and owners. White and Black areas alike, NEWPORT is showing their greatest sales gains.

I am suggesting a possible solution. I have done some leg work and found out why KOOL pulled away from the San Diego Jazz Festival (Formally the KOOL Jazz Festival), from a reliable source (the Vice-President of Schlitz Los Angeles Distributing, who is connected with this event). During 1976 to 1981 the crowds' had dropped off, so Brown & Williams pulled out. I know for a fact since 1982 to 1984 there are sell-out crowds' for both nights. Here is our opportunity to STRIKE! Let's be a co-sponsor. I would like to help anyway I can. Please keep this in mind and let's make NEWPORT #1!!

Thank you,

Jocklyn Bush
Jocklyn Bush
Sales Representative
Los Angeles West #923

JB: jon
cc: P.C. Roudomanski
H. Rindenow
R. Safley

80737140