

*Sent S/2:
Kim*



BROWN & WILLIAMSON
TOBACCO

MEMORANDUM

LOUISVILLE

To: Jeff Eckmann
Kim Matthews
Rolf Provan
Mike Walter

cc: Carl Schoenbachler

Subj: Second Quarter '97 US Competitive Update

August 20, 1997

Enclosed is the latest update. It's distribution is limited to people who have asked for it because we are still evolving the concept of quarterly updates to best fit B&W's needs.

What it represents so far is a quarterly summary of competitive news, with volume/share/profit highlights. We are trying to limit its size, since much of it is a re-hash for people who have followed daily newsclips and analyst reports.

On the other hand, we think it is worth doing quarterly as a recap -

- for those who may have missed some newsclips or analyst reports,
- for lower level staff who are interested in competitive info but do not have regular access to newsclips and reports,
- and to try to tie together some daily events and speculate on possible underlying competitive strategies and motivations.

We would appreciate your advice. Is this helpful to you and some of your staff, or is it extra paper that doesn't add much value?

What could we do for next quarter that would be more helpful?

Thank you,

Doug 7245