



February 6, 1997

269702762
Jean Bentler
942 Lebanon Hwy
Lebanon, TN 37087

Consumer Relations
Winston-Salem, N. C. 27102

Dear Valued Customer:

Recently you contacted R. J. Reynolds' Consumer Relations Department and gave us the opportunity to respond to your request for assistance with either a promotion or product related issue.

In an effort to better serve our customers, we are asking you to please take a few minutes to complete a questionnaire about how well you were treated by our company representative. After completing the survey on the reverse side of this letter, please return it in the enclosed postage-paid envelope.

Thank you for taking the time to let us know how our staff met your expectations. We value your opinion and appreciate your business.

A handwritten signature in cursive script that reads "Mark Conrad".

Mark Conrad
Consumer Satisfaction Research Manager

WGSKD

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"We work for smokers."