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|               | <u>Viceroy</u>   |
|               | <u>Promotion Budget</u>  |
| \$ 4,213,000. | 1985 Authorized  |
| + 4,567,000.  | Transfer from Media  |
| \$ 8,780,000. | TOTAL AUTHORIZED   |
|               | <u>Promotion Spending</u>                                      |
| \$ 1,000,000. | To be transferred to DAIP                                      |
| 440,000.      | Reserves (5%)  |
|               | <u>Viceroy Lts. Intro.</u>                                     |
| \$ 2,005,000. | Phase I (Includes \$475,000 Reserve for 2 add'l wks. stickers) |
| 798,750.      | Phase II   |
| 3,230,000     | Phase III  |
| 263,000.      | OTHER (Art/Develop./Samples/Selling Mat.)                      |
| 6,296,750.    | TOTAL Lts. Intro.  |
| 113,000.      | Battle Kit   |
| 280,000.      | Consumer Trial Program   |
| 210,000.      | Reg. Mat.  |
| 71,100.       | Pack Design/Art/Cylinders                                      |
| 213,000.      | M&P (Includes Consumer Trial Program @ \$168 M)                |
| \$ 8,343,850. | SUB TOTAL  |
| 436,150.      | UNCOMMITTED VICEROY PROMOTION SPENDING                         |
| \$ 8,780,000. | TOTAL  |

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