

March 29, 1995

Tom Melendy  
R. J. Reynolds Tobacco Co.  
4143 Willow Lake Blvd.  
Memphis, TN 38118

Dear Tom,

We will run this year's Winston Customer Challenge Race on Wednesday, May 3, 1995 at the Memphis International Motorsports Park.

The agenda for the event will be as follows:

3:30 p.m.	All meet in the Winston Suite at Memphis Dragway
4:00 p.m.	Customer Challenge Race
5:30 p.m.	Awards Presentation
6:00 p.m.	Dinner in the Winston Suite

All times are approximate.

The prizes will be rewarded for places 1-8.

1st place	-	Smokin Joe's Duffel Bag and Jacket
2nd place	-	Smokin' Joe's Jacket
3rd - 4th places	-	Smokin' Joe's Sweatshirt
5th - 8th places	-	Smokin' Joe's Polo Shirts

We will also be taking pictures of each driver to place in a "Certificate of Achievement." These will be sent to you to forward on to your customers. I will need the names of all participants prior to May 3 in order to make name tags. Please fax a list to me at (910) 741-7793.

I will be arriving in Memphis at approximately 11:30 a.m. in order to prepare the suite. Eric Lotz (Marketing Services Manager - NHRA) will be overseeing the race as well as explaining all rules prior to the event.

Please call me if you have any questions. I look forward to seeing you in May.

Sincerely,

Mary W. Reynolds  
Sports Marketing Enterprises

cc: Rich Habegger  
Rick Hauser

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