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From: Moore, Tamara
Sent: Monday, October 08, 2001 2:09 PM
To: Chaikin, Karen
Subject: Don Jose ad backgrounder
Importance: High

Karen:

We are in the process of creating materials about the corporate advertising efforts to post to the web site (the press room). Specifically, we are posting images from the TV and print ads, as well as the scripts for the radio spots. We will also post the backgrounders with the TV ads. We have crafted and had approved the backgrounders for Sam and Martin's Newsstand, but had not drafted one for the Hispanic TV We Card spot, "Don Jose." I have drafted one now based on your feedback on the other 2 ad backgrounders, and am sending it to you for approval. Pls. take a look at it and let me know if you have edits. I've also attached Sam and Martin's Newsstand for reference. Thanks, Karen.

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