FSC-117-A	7/2/96
SUBJECT: Fourth Quarter 1996 Workplan	

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Attached is the fourth quarter 1996 workplan. Allocations will be available for viewing on July 2 via the BPE System. Exceptions are fourth quarter Partners program allocations and templates which will be available for viewing 8 weeks prior to DTS.

Fourth quarter workplan priorities continue to be:

- Partners/National Monthly Pack/Carton Promotions
- Wholesale and Retail Partners Programs
- Pricing Programs
  - Full-Price - Price Gap Management
  - Savings Ceiling Strategy
  - SALEM Matching Strategy
  - Forsyth Accrual Program

IMPORTANT: To ensure we meet our quarterly volume objectives for 1996, it is critical we effectively execute our monthly promotions within the designated drive periods. All promotions (premium and BSGSF) will be made available for arrival at direct accounts four weeks prior to DTS. Where a four week lead time is necessary to ensure timely execution, <u>it is the responsibility of those calling on the direct account to ensure our promotions are ordered and received on a timely basis.</u>

All December promotional product and materials are being made available one month early from the normal schedule and may be worked in November if feasible. All product and promotional materials <u>must be ordered and shipped by November 29</u> to facilitate year-ending budgets and inventory.

The workplan is designed to streamline and minimize reformatting at the ROU level. It is strongly recommended that the Selling/Execution Section be sent to Sales and Retail Reps in its entirety.

The "Direct Marketing/Non-Retail Activities" will be e-mailed to you the week of July 8. A fourth quarter brochure illustrating promotion packing instructions for our Wholesale Partners will be mailed to each ROU the week of July 22 based upon your requested allocations.

All workplan materials should be treated as confidential.

Program Contacts: Full-Price - Dick Luongo, extension #6110
Steven O'Leary, extension #3466
Savings - Sharon Reid, extension #2584

R. J. REYNOLDS TOBACCO COMPANY

52840 7054