

#521

## REGION 4 COMPETITIVE EXCLUSIVITY TEST SURVEY

1. When your chains were informed of the competitive exclusivity test, what was their reaction/comment?

(Please be specific and list examples if possible)

UNITED OIL & WHITES DISCOUNT - BOTH CHAINS ONLY STOCK CIGARETTES DUE TO NECESSITY. NEITHER ARE CONCERNED WITH SALES OR CONSUMER SATISFACTION. THE ONLY REASON UNITED ALLOWED DISPLAY ON COUNTER AND WHITES TOTALLY NON S/S ALLOWED P.M. PROGRAMS WAS MONEY.

2. When your independent stores were informed of the competitive exclusivity test, what was their reaction/comments?

(Please be specific and list examples if possible)

WILL MISS NOT HAVING NEWPORT BUT P.M. HAS PROMOTIONS AND MILES PROGRAM MORE POPULAR WITH CUSTOMERS.

3. Do you feel the exclusivity test will benefit or have a negative impact on Lorillard business (Please Explain)?

LORILLARD WILL BENEFIT BY USING SPECIAL PROMOTIONS IN OUTLETS OPERATED BY PEOPLE WHO ARE INTERESTED IN BUILDING SALES AND WHO HAVE A TOLERATE ATTITUDE TOWARD THE TOBACCO INDUSTRY.

4. Any other comments, suggestions or problems?

I BELIEVE THIS IS THE ONLY TOOL LORILLARD PRESENTLY HAS TO PUT LEVERAGE ON COMPETITIVE EXCLUSIVITY. CONTINUE THE PROGRAM.

PLEASE RETURN SURVEY BY MAY 1, 1996

TO REGION 4 OFFICE

*ORZ.*

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