

## RJR 3Q/4Q Promotions (Cont.)

### Lower Level Accounts\*

<u>Brand</u>	<u>Buydown</u>	<u>Duration</u>
Camel	\$4.50/\$.45	08/06-12/31/00
Winston	\$4.50/\$.45	08/06-12/31/00
Salem	\$4.50/\$.45	08/06-12/31/00
Doral	\$5.50/\$.55	08/06-12/31/00

- \* Representative example above is an RJR "meets comp" contracted major supermarket chain that is a PM Retail Leaders Level E account. Other accounts confirm.

Source: Non-confidential information voluntarily shared with FSG by retailers.

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