

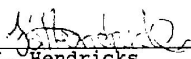
PROMOTION PLANS LETTER
KOOL MILDS BANNER/COUPON PROGRAM

Date Prepared: September 15, 1986

Preparer: Janice K. Tharaldson

APPROVALS:

Group Product Director



J. L. Hendricks

Group Product Director

R. J. Miller

Director
Marketing Operations

L. R. Lewis

Vice President
Corporate Marketing

T. E. Whitehair, Jr.

Vice President
Sales

L. W. Butler