

CONFIDENTIAL

REVISED TO ELIMINATE AUGUST EVENTS CONTINUITY AND BOUNCEBACK RETAIL COMMITMENTS

BRAND	PROJECT	START DATE	END DATE	PROMOTION TYP	TOTAL COST	DEVT START
B&H	B2G1F	9/1/97	9/30/97	RETAIL	\$1,985,000	1/14/97
B&H	B1CARTONG12FREE	9/1/97	9/30/97	RETAIL	\$930,000	1/14/97
MERIT	SEPT 97 RETAIL (NO CONTINUITY)	9/1/97	9/30/97	RETAIL w/ CONTIN	\$3,700,000	2/1/97
CAMBRIDGE	AUG BOUNCEBACK	8/1/97	11/1/97	BOUNCEBACK	\$624,320	4/1/97
Virg Slims	VWEAR FALL 97 (NO CONTINUITY)	8/1/97	1/31/98	CONTINUITY	\$9,813,665	10/21/96
Virg Slims	VWEAR FALL 97 RETAIL	9/1/97	9/30/97	RETAIL	\$2,458,200	10/21/96
B&H	B2G1F	11/1/97	11/30/97	RETAIL	\$1,700,000	4/15/97
BASIC	GETAWAY II	9/1/97	12/31/97	RETAIL	\$4,440,000	1/1/97

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START DATE AFTER 3/1/97
END DATE AFTER 8/27/97
RETAIL A COMMITMENTS 3/1-5/1

August programs end before 8/27/97