

#521

REGION 4 COMPETITIVE EXCLUSIVITY TEST SURVEY

- 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 A.M. PROGRAMS WAS MONEY.

- 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 A.M. HAS PROMOTIONS AND MILES PROGRAM MORE POPULAR WITH CUSTOMERS.

- 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.

- 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

DRX.

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