

**Suggested remarks
Ned Leary
Winston No Bull 5 announcement
Friday, Oct. 16, 1998**

Thanks, Cliff.

I just want to echo Cliff's remarks on the excitement that the Winston No Bull 5 program has created in 1998. This effort has been one of the cornerstones of repositioning our Winston brand, and I think it speaks highly of NASCAR and the Winston Cup Series that we can use this arena to reach consumers in the marketplace.

52790 4161

I must admit, I was a little concerned after the Charlotte race in May when we hadn't been able to write one of those million-dollar checks. One of the selling points of the No Bull 5 program is that it would be more "winnable" than the Winston Million. But after Charlotte, I was beginning to wonder.

And then Jeff Gordon came along . . . twice. And Dale Jarrett got in our pockets last week at Talladega by holding off a fellow named Spencer, among others. It certainly has made things interesting.

And the fan involvement is probably my favorite element of the Winston No Bull 5. That's why I'm happy to report today that the fans will continue to play a role in the Winston No Bull 5 program in 1999. But we're going to put a new spin on their involvement next year. We think it's a little tweak that will cause even more excitement for those qualified adults who send in their entry blanks for the Winston No Bull 5. You'll be hearing more about that at an announcement we plan to make in New York during the week of the NASCAR Winston Cup banquet.

I want to thank NASCAR for their continued partnership with our Winston brand. You hear it over and over again, but it still rings true.

NASCAR and Winston have certainly formed one of the all-time great sports-marketing partnerships in history, and we appreciate NASCAR's commitment to us at Winston.

Thank you.

(END)

52790 4164