

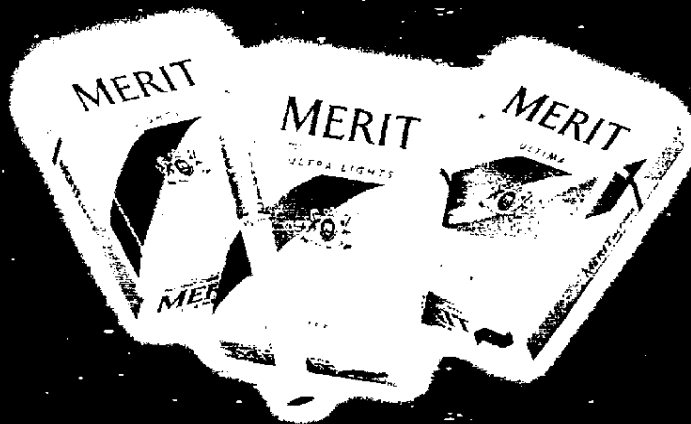
**Here's something
to brighten up those
long winter nights.**

2080938762

Think light.



Season's greetings from Merit.



Think light, lighter, lightest.

2080938763

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

00000-D3

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Ultima: 1 mg "tar," 0.1 mg nicotine—Ultra Lights:
5 mg "tar," 0.4 mg nicotine—Lights: 7 mg "tar,"
0.6 mg nicotine av. per cigarette by FTC method.

Lighten up a friend.

Got a friend who is a smoker 21 years of age or older? Just have them complete and sign this survey. Then, fold, seal and mail before 00/00/00. Smokers of all brands are welcome!

☐ Mr.
☐ Mrs.
☐ Ms.

Address _____

City _____

State _____

ZIP _____

Phone _____

Best time to call _____

By responding to the following survey and signing below, I certify I am a 21 years of age or older. I am also willing to receive cigarette coupons and incentive items in the mail, subject to applicable federal and state laws.

Signature (required) X _____

Date of Birth (required)

Month _____

Day _____

Year _____

Today's Date

Month _____

Day _____

Year _____

Do you have a friend, 21 years of age or older, who smokes and would like to be eligible to receive cigarette coupons and incentive items in the mail? Please print full name and phone number.

Name _____

Phone Number _____

Please insert here to seal

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?

(brand name) _____

- 2a. Is your regular brand...? (Check one.)
☐ Regular/King Size ☐ 100's ☐ 120's
- 2b. Is your regular brand...? (Check one.)
☐ Menthol ☐ Non-Menthol
- 2c. Is your regular brand...? (Check one.)
☐ Full Flavor ☐ Medium ☐ Light/Mild
☐ Ultra/Extra Low Tar ☐ Lowest/1 mg Tar
- 2d. Do you usually buy it by the...? (Check one.)
☐ Pack ☐ Carton ☐ Both Ways
3. How long have you smoked this brand? (Check one.)
☐ Less than 1 year ☐ 1 to 2 years
☐ 2 to 3 years ☐ 3 to 5 years
☐ Over 5 years

4. What, if any, was your previous brand?

(brand name) _____

5. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)
☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.
6. Which of the following statements best describes the way you use cigarette coupons? (Check one answer below.)
☐ I use almost any cigarette coupon I get.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

7. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

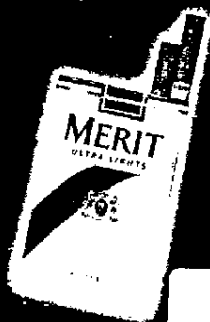
<input type="checkbox"/> Alpine	<input type="checkbox"/> Doral	<input type="checkbox"/> Newport
<input type="checkbox"/> Basic	<input type="checkbox"/> GPC	<input type="checkbox"/> Now
<input type="checkbox"/> Benson & Hedges	<input type="checkbox"/> Kent	<input type="checkbox"/> Parliament
<input type="checkbox"/> Best Buy	<input type="checkbox"/> Kool	<input type="checkbox"/> Salem
<input type="checkbox"/> Best Value	<input type="checkbox"/> Marlboro	<input type="checkbox"/> Store Brand
<input type="checkbox"/> Cambridge	<input type="checkbox"/> Ment	<input type="checkbox"/> Generic
<input type="checkbox"/> Camel	<input type="checkbox"/> Misty	<input type="checkbox"/> True
<input type="checkbox"/> Capri	<input type="checkbox"/> Monarch	<input type="checkbox"/> Vantage
<input type="checkbox"/> Carlton	<input type="checkbox"/> Montclair	<input type="checkbox"/> Virginia Slims
<input type="checkbox"/> Other _____	<input type="checkbox"/> More	<input type="checkbox"/> Winston
		<input type="checkbox"/> None

8. Which of the following best describes you? (Check one.)

<input type="checkbox"/> White	<input type="checkbox"/> African-American
<input type="checkbox"/> Native American	<input type="checkbox"/> Asian
<input type="checkbox"/> Hispanic	<input type="checkbox"/> Other

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\$3.00
Off A CARTON
OR 4 PACKS



\$3.00
Off A CARTON
OR 4 PACKS



\$3.00
Off A CARTON
OR 4 PACKS



2080938764

MANUFACTURER'S COUPON EXPIRES: 00/00/00

MANUFACTURER'S COUPON EXPIRES: 00/00/00

MANUFACTURER'S COUPON EXPIRES: 00/00/00

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL

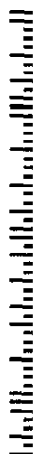
FIRST-CLASS MAIL PERMIT NO. 00 LONDON KY

POSTAGE WILL BE PAID BY ADDRESSEE

MERIT

PO BOX 00000

LONDON KY 00000-0000



2080938764A

\$3.00 OFF

A CARTON OR 4 PACKS

Consumer: Limit-one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept #28200, 1 Fawcett Drive, Del Rio, TX 78840.

This coupon not valid in combination with any other Merit offer.

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28200 31284 1 (8101) 00660 1299



28200 31284 1 (8101) 00660 1299

\$3.00 OFF

A CARTON OR 4 PACKS

Consumer: Limit-one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept #28200, 1 Fawcett Drive, Del Rio, TX 78840.

This coupon not valid in combination with any other Merit offer.

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28200 31284 1 (8101) 00660 1299



28200 31284 1 (8101) 00660 1299

Merit
PO Box 66034
London KY 40742-6034

2080938765

PRESORTED
STANDARD
U.S. POSTAGE
PAID
SPRINGFIELD
PERMIT NO. 001

FORWARDING SERVICE REQUESTED

000000000000

Sample A. Sample
123 Main Street
Apt. 3
Anytown, USA 12345 6789

If you would like to be removed from Merit's mailing list, please call 1-800-558-8666
and have the 16-digit number above your name and address ready when you call.

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Smoke Contains Carbon Monoxide.**



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4 mg "tar," 0.4 mg nicotine av.
per cigarette by FTC method.