



Leonard Jones
05/07/99 08 38 AM

To: Andrew Pasheluk/Lorillard/MLBA@MLBA, Scott Benson/Lorillard/MLBA@MLBA
cc: Don Kisling/Lorillard/MLBA@MLBA, Mozi Tahmaseb/Lorillard/MLBA@MLBA
Subject: Old Gold Direct Mail

If we are to believe the numbers from the March 24, 1999 Epsilon direct mail redemption report, redemption rates are higher among Discount competitive smokers, especially Doral. For the October mailing, please plan to replenish the 40,111 undeliverable names with Doral, Basic and GPC smokers if possible. If there are not enough Discount names to make up the shortfall, Camel and Winston smokers should be next on the list followed by Marlboro.

Thanks

Forwarded by Leonard Jones/Lorillard/MLBA on 05/07/99 07 55 AM



Don Kisling
05/06/99 05 25 PM

To: Leonard Jones/Lorillard/MLBA@MLBA
cc: Mozi Tahmaseb/Lorillard/MLBA@MLBA, Scott Benson/Lorillard/MLBA@MLBA, Andrew Pasheluk/Lorillard/MLBA@MLBA
Subject: Old Gold Direct Mail

In preparation for the third mailing in October, please be advised that we have received 40,111 undeliverable mailing pieces. The undeliverable count derives from the April mailing and is through 4/23/99.

We should make arrangements soon to replace these names for the third mailing. I will keep you posted as to the counts as they increase.

Additionally, 29,309 business reply cards have been returned.

Don

82600964