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TO: Nancy Lund

DATE: April 5, 1991

FROM: Marketing Information & Analysis/Robert Tomei

SUBJECT: Marlboro's Performance - February 1991

The attached report summarizes Marlboro's share performance by Region and Trade Class for February 1991 as reported by the New Nielsen Flash Report.

We hope this new report format will provide a more efficient mechanism to review brand performance by key geographies and trade class channels.

If you have any questions/comments regarding this new report format, please do not hesitate to call.

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