

**dlb memorandum**

D.L. Blair, Inc./1051 Franklin Avenue, Garden City, New York 11530/(516) 746-3700, ext. 234 Fax: (516) 746-3889

TO: Nancy Zimbalist  
Via Fax 212 907 5939

FROM: Michael Malinowitz

DATE: October 23, 1997

RE: Marlboro Racing Sweepstakes and Contest (DLB # 5885)

|                   |                 |         |                    |            |   |
|-------------------|-----------------|---------|--------------------|------------|---|
| Post-It® Fax Note | 7671            | Date    | 10/23              | # of pages | 5 |
| To                | Nancy Zimbalist | From    | Michael Malinowitz |            |   |
| Co./Dept.         |                 | Co.     |                    |            |   |
| Phone #           |                 | Phone # |                    |            |   |
| Fax #             | 212 907 5939    | Fax #   |                    |            |   |

Nancy, attached please find revised rules for the above-referenced promotion incorporating the title change and the approximate retail value of the Grand and First Prizes.

We estimated the value of the Grand Prize at \$7,622, based on the following:

- Airfare: \$450/person x 2 people \$900
- Hotel: \$250 in Lancaster; \$260 in Fontana \$510
- Bus transportation from Fontana to Lancaster \$25
- Van transportation in Lancaster \$110
- Skip Barber Racing School \$4,972
- Bus transportation in Fontana \$75
- Tickets to race, passes, meals at race, etc. \$1,000
- Meal - Fontana to Lancaster \$30

We have agreed that of the \$82,190 being charged to you for the Skip Barber Racing School, from a tax standpoint consumers should not be responsible for the \$26,000 for body work and \$1,500 for transportation of the cars to the school; thus, the cost for this portion of the 11 grand prizes is \$54,690, or approximately \$4,972 per prizewinner.

We estimated the value of the First Prize at \$2,235, based on the following:

- Airfare: \$450/person x 2 people \$900
- Hotel \$260
- Bus transportation in Fontana \$75
- Tickets to race, passes, meals at race, etc. \$1,000

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