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Sent Date: 10/19/2004 8:57:17 AM
Received Date: 10/19/2004 8:57:17 AM
Subject: Need your approval today, if possible
Attachments: Brand Overview.doc

Attached is a brand positioning statement that I sent to you last week for approval. The powers at be now need your feedback today, if possible. Could you review the attached document relative to the brands in your area and also suggest what pack shots you prefer to run with the statement on the RAI Web site. Many thanks. Ellen <<Brand Overview.doc>>