

J. J. Ellegate
Area Manager - Operations
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SENT VIA MICROSOFT MAIL

June 24, 1998

TO: D. E. Owens
J. M. Swisher

D. J. Lawson	R. M. Allen
T. W. Thomson	M. E. Sturm
M. T. Anaya	H. J. Heintz
J. M. Lanterna	P. A. Letourneau
D. C. Stewart	R. D. Berrier
D. J. Strong	R. A. Cobb
J. L. Bryant	P. J. LaMarca
Chase Hymas	

FROM: J. J. Ellegate

SUBJECT: **Chain Promotional Restrictions**

In order to help better quantify issues (if any) that exist relative to major chains' participation in our promotional programs, I would like a recap from you relative to promotional restrictions (if any) in your chains.

Please provide that information per the attached format. This should be returned at your earliest convenience, but **no later than July 10, 1998.**

NOTES:

- 1) Please return this survey even if you do not have promotional restrictions in any of your chains. Simply enter your name under the KAM/AE column and "N/A" under chain name. (That will indicate to me that there are no promotion types that are restricted in your chains.)
- 2) For any chain promotion type restrictions that you submit, I will assume that you have already done everything that you can to unsell that restriction.
 - i.e., Chain A says no lighters.
 - We countered with:
 - The importance of accepting all of our promotional activities to help us

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jointly grow the brands' SOM.

- The fact that the chain will be disadvantaged vs. its competitors who will have the promotion.
- Etc.
- Lastly, all companies are forced to live with this restriction.

Best regards,

John

J. J. Ellegate

JJE/bb

CC: M. L. Buckler
R. P. Dotson
R. C. Farmer
E. R. Haisch, Jr.
R. M. Sanders
B. J. Simkins

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KAM/AE NAME	CHAIN NAME	# STORES	PROMO RESTRICTIONS	NOTES
i.e., Jeanne Swisher	ARCO	800	No "wearables" (T-shirts, hats, etc.)	N/A
Jeanne Swisher	Chevron	600	No Coupons - Can't even pay @ store level - no way to process.	Working on setting up accounting procedures to accept coupons for Q4 '98.

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