

MAILGRAM TO MAGAZINES & SUNDAY SUPPLEMENTS

As you know, Lorillard terminated its relationship with Media Corporation of America as of July 19, 1979. You have also been advised that Lorillard has appointed Foote, Cone and Belding its agency of record for all media purchases of magazines and Sunday Supplements bearing a cover date of July 20, 1979 and thereafter.

To facilitate a reconciliation of our records with MCA covering billings for magazines and Sunday Supplements having a cover date on or before July 19, 1979, we solicit your cooperation in providing us with a schedule of your bills to MCA which remain unpaid.

It would be greatly appreciated if you would send me a schedule of unpaid MCA bills containing the following information:

1. Publication name;
2. Dates and amounts billed to MCA, and date payment due from MCA;
3. Itemized list of unpaid gross and net billing by cover date, brand, and ad size.

It is vital that we obtain this information as quickly as possible and no later than August 10, 1979. We are distressed and frustrated by this situation as we know you are. We are

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doing everything in our power to resolve this matter as quickly as possible. Please bear with us.

M. A. Peterson, Jr.
Senior Vice President - Finance
Lorillard

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