

Eclipse "Scientific" Email Report

The purpose of this report is to provide a quick summary of activity on the Eclipse Science mailbox and other contacts with RJR for science-related questions

Updated 5/19/00

Number of Emails to Eclipse Science Box (Total)	14
<i>Includes contacts forwarded from Consumer Relations mailbox</i>	
Nature of Contacts*	
Scientific	2
Consumer Relations**	7
Venting	2
Request for Information***	1
Complaint (Refund with Reason)	2
Professional Breakdown	
MD	1
PhD	
Other Medical Professional	2
Undetermined	11
Other Scientific Contacts (Total)	1
Email to "TalkToRJRT@RJRT.com" from Dr. Rodu	1

* The nature of contacts will reflect what I consider the primary category.

** Consumer Relations is defined as a contact wanting information other than scientific, wanting to be removed from the database, wanting to get into the website without a credit card, wanting samples, etc.

***Contact made by R. Strek at Roswell Park, commenting on the over 21 access and wanting to locate the Pauly article

Notes...

- One MD requested samples and info for his office.
 - Legal questioned and confirmed that we will not sample in physicians' offices
- David Doolittle contacted Dr. Rodu, professor of pathology at UAB, by phone. David thought the conversation was excellent.
- Two customers wrote in together – they had seen the brochure in their eye doctor's office and wanted to know more about how to get the product.
- Several contacts were made by people interested in participating in the study for free cigarettes.

Eclipse Sales Status

The purpose of this report is to provide a quick summary of call and sales activity for Eclipse.

This chart is taken from Nancy Montgomery's report.

Reflects activity through **Cumulative**
5/17/2000

YTD

Calls

Total Calls Answered 3848

Cartons ordered

Phone - Non Menthol 1484

Phone - Menthol 421

Total Phone 1905

Internet - Non Menthol 586

Internet - Menthol 155

Total Internet 741

Fax / Mail - Non-Menthol 124

Fax / Mail - Menthol 50

Total Fax /Mail 174

Grand Total 2820

Reorders 523

all non-menthol

Automatic Fulfillments 6

Guarantee Refund Requests 202

Interesting statistics to date 5/18/00:

Number of states eligible for mail order: 38 (Virginia is not yet eligible)

Number of states where mail orders have been sent during this test market: 33

State with highest number of orders (other than Texas and North Carolina): California

Orders by Demographics:

Female 945

21-24 19

25-34 102

35-49 359

50+ 465

Male 1134

21-25 37

25-35 159

35-50 420

50+ 518

Unknown 69

Eclipse Complaints Status

The purpose of this report is to provide a quick summary of complaints for Eclipse on the new Market product.

Complaints

Weekly Report for May 8 – 12, 2000

Total Number of Complaints: 11

Categories

Nausea - 3

Numb Mouth - 2

Headache - 1

Fire / Carbon Tip Falls Out - 1

Unknown / No Answer - 4

None of these complainants requested feedback from RJR. Some of the products may be returned and we will conduct any requested or necessary product evaluations.

New Web Trivia

Total Web Registrations*

Smokers Not Scientific Professionals	Scientific Professionals Not Smokers	Smokers who are also Scientific Professionals	Total <u>all Groups</u>
2538	156	38	2732

* Includes failed authorizations