

# Lorillard

TOBACCO COMPANY

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September 3, 1996

9/3/96

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To: Mr. Leo Weber  
Mrs. Jean Campbell  
Mr. Dick Safely  
Mr. Bob Klein

BILL  
RICK  
JOE  
STEVE  
MIKE

7 FYI  
Pcs. COMPLY!

From: F.A. Paternostro

Subject: Competitive Activity - Competitive Circulars

Thank You,

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As you are aware, Bob Richardson and myself are charged with maintaining the Price Value Brands - Pricing Comparison Information, and Price Comparison Chart. These two pieces of information are then mailed by Mr. Len Kersh to the field for inclusion in the Lorillard and Competitive Pricing, Merchandising Summaries Contract Book.

Recent information on competitive pricing and terms have been sent to NYO, as they should, but have not been sent to us. Please review with personnel to also forward a copy to Bob Richardson and myself so we can update our portion of the material.

Should you have any questions, please advise.

F.A.P.

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cc: Mr. R.B. Spell  
Mr. S.L. Enlce  
Mr. R.W. Caldarella  
Mrs. K.A. Sparrow

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