



HHH

March 31, 1992

Mr. Rob Ferris
B.A.T. Co. Ltd., Millbank
Knowle Green
Staines TW18 1DY
United Kingdom

Dear Rob,

The need for on-going information exchange among key BAT companies was agreed at the "Best Practices" Product Testing Conference in Louisville earlier this year.

The attached document outlines a suggested format for starting this exchange. Periodic updates would follow semi-annually (or more frequently if the group feels appropriate).

Please send your information directly to me. I will compile and distribute to the group.

Thanks very much for your cooperation. Although considerable effort will be required to compile the information requested, hopefully we will all benefit from sharing ideas, insights, and approaches.

When you receive your complete report, if any of the subjects sparks a particular interest, feel free to contact the originator for more details.

Finally, a note about security requirements for this subject matter appears to be appropriate.

- . Please note that copies of documents pertaining to this subject will be marked "SECRET" and will be numbered.
- . Please keep this information confidential, and do not make copies.
- . Please confirm that you have received your copy upon receipt.

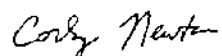
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BROWN & WILLIAMSON
TOBACCO CORPORATION

Mr. Rob Ferris
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March 31, 1992

For reference purposes, Brown & Williamson's report is attached to provide an example of the depth and scope intended.

Sincerely,



(Mrs.) C. G. Newton

cc: R.A. Fitzmaurice
E.E. Kohnhorst
M.S. Kovatch
H.H. Huber

465298847



March 31, 1992

Mr. Rainer Wernitz
B.A.T. Cigarettenfabriken GMBH
Postfach 30 06 60
Alsterufer 4
2000 Hamburg 36, W. Germany

Dear Rainer,

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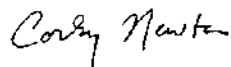
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Mr. Rainer Wernitz
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M.S. Kovatch
H.H. Huber

465298849



March 31, 1992

Mr. John Jagger
Cia. de Cigarros Souza Cruz
Rua Da Candelaria No. 66
40 Andar/Parte
20092 Rio de Janeiro, Brazil

Dear John,

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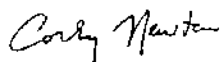
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Mr. John Jagger
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Sincerely,



(Mrs.) C. G. Newton

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E.E. Kohnhorst
M.S. Kovatch
H.H. Huber

465298851



March 31, 1992

Ms. Anne Boswall
Imperial Tobacco Ltd./Limittee
3810 St. Antoine Street
Montreal, P.Q.
Canada H4C 1B5

Dear Anne,

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Ms. Anne Boswall

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