
FOURTH QUARTER 1998 WORKPLAN INDEX

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Section 1)

SELLING DETAIL

**Distribute to all Sales Representatives, Retail Representatives
and Managers with Selling Accountabilities**

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Fourth Quarter 1998 Sales and Marketing Expectations
October

CAMEL

- **Presence**
 - Place "Mighty Tasty Lifestyles" presence items (standee, corx).
 - POS rollover - replace "purple and yellow" POS with new graphics.
 - PDI changeover - see presence plan.
- **Product Availability**
 - Focus CAMEL Box styles and Red Kamel distribution.
 - Ensure adequate inventory on all core styles.
- **Promotion**
 - CAMEL Cash Catalog placement.
 - CAMEL B2G1F "Mighty Tasty Lifestyles" (Partner Accounts).
 - CAMEL Menthol B1G1F (Partner Accounts).
 - CAMEL 30¢/1 Pack DPC/Low Volume.

WINSTON

- **Presence**
 - Maintain new pieces obtained/replaced during July/August focus period in WINSTON priority markets.
- **Product Availability**
 - Maintain 100% distribution on all WINSTON base styles box and soft pack.
- **Promotion**
 - WINSTON \$1.00 off 2-pack purchase (all contracted Partners regardless of segment).

DORAL

- **Presence**
 - Ensure all POS/PDI has been updated with new graphic pieces.
- **Product Availability**
 - Return all old graphics product from retail. Maintain box style distribution.
- **Promotion**
 - Execute ceiling strategy in full Partners accounts.

Fourth Quarter 1998 Sales and Marketing Expectations
November

CAMEL

- **Presence**
 - Continue to place/maintain "Mighty Tasty Lifestyles" presence items (standee, corx)
 - Ensure all POS is rolled over to new graphics.
 - PDI changeover - see presence plan.
 - Placement of new Red Kamel advertising.
- **Product Availability**
 - Continue to focus on CAMEL Box styles and Red Kamel distribution.
 - Ensure adequate inventory on core styles.
- **Promotion**
 - CAMEL Cash Catalog Placement.
 - CAMEL B2GF Lighter (Partner Accounts).
 - CAMEL B4G1F (CTS Partners).
 - Red Kamel 2 Pack Playing Cards/Tin - CAMEL O-Zone.

WINSTON

- **Presence**
 - Maintain WINSTON PDI items in WINSTON priority markets.
- **Product Availability**
 - Maintain 100% availability on all WINSTON base styles box and soft pack.
- **Promotion**
 - Ensure adequate inventory and display during PRP discounting time period.

DORAL

- **Presence**
 - Plan for December workplan POS changeover.
- **Product Availability**
 - Maintain box style distribution.
- **Promotion**
 - Execute ceiling strategy in full Partners and base Partners (where applicable) accounts.

Other

- **Promotion**
 - SALEM 30¢/1 Pack DPC/Low Volume.

**Fourth Quarter 1998 Sales and Marketing Expectations
December**

DORAL

- **Presence**
 - Implement workplan POS changeover.
- **Product Availability**
 - Continue to gain box style distribution in underdeveloped accounts. Ensure opportunity box styles are maintained on permanent display(s).
- **Promotion**
 - Execute B2G1F promotion.
 - Ensure ceiling strategy implementation in all Partners accounts.

CAMEL

- **Presence**
 - Maintain "Mighty Taste Lifestyle" presence where possible.
 - Maintain new POS graphics.
 - Maintain new PDI graphics.
- **Product Availability**
 - CAMEL Box style and Red Kamel distribution.
 - Ensure adequate inventory on core styles.
- **Promotion**
 - Ensure CAMEL Cash Catalogs are available.

WINSTON

- **Presence**
 - Maintain WINSTON PDI items in WINSTON priority markets.
- **Product Availability**
 - Maintain 100% availability on all WINSTON base styles box and soft pack.
- **Promotion**
 - Ensure adequate inventory and display during PRP discounting time period.

Selling Details Outline
October CAMEL Mighty Tasty Lifestyle Sweepstakes/Contest
(Program Contact: Kevin DeLury, #3466)

Program Objectives

- To bring the personality/attitude of the CAMEL brand and its new advertising to life through the integration of all the marketing elements of the brand (print, out-of-home, retail, CAMEL Cash, direct mail).
- To grow the brand by ensuring franchise satisfaction, converting occasional brand users, and generating trial among competitive smokers.

Program Elements

CAMEL Cash Catalog

- The new CAMEL Cash Catalog will be the focal point of the promotion. It must have optimum visibility and accessibility in store for adult smokers.
 - Will contain an in-depth description of the sweepstakes/contest as well as information about how to enter. Different retail and direct mail versions based on state restrictions and settlement requirements will be direct store delivered from Winston-Salem. (Settlement retail and direct mail, restricted retail and direct mail, and unrestricted general market retail and direct mail versions.)
 - ➔ Will also contain a set of utilitarian premiums ranging from the high end (mountain bike, TV) to the lower end (boxer shorts) type items.
 - ➔ In settlement states (MN, FL, MS, TX), the catalog will be identical to the general market version **EXCEPT** the order form will state that logo items are only available for order up to 11/15/98.
 - ➔ All catalog versions run through 2/28/98.

Consumer

- **"Mighty Tasty Lifestyle" Sweepstakes** for consumers in non-restricted/settlement states.
 - Four consumers will win any one of four different Mighty Tasty Lifestyles: **Suburban Golddigger**, **Temperamental Hollywood Mega-Star**, **"Let's Sue!" Trial Lawyer**, or **Million-to-One Lotto Winner**.
 - Consumers, if ordering from the catalog, will enter the sweepstakes by filling out the entry form contained in the new CAMEL Cash Catalog.
 - If not ordering from the catalog, there will be alternative entry instructions described in the catalog.
- **"Mighty Tasty Lifestyle" Contest** for consumers in restricted states (MA, MI, VA).
 - Same Lifestyles as the sweepstakes version.
 - One consumer will win the Lifestyle package of their choice.
 - Entrants will submit a photo of themselves dressed as the character in their favorite/desired lifestyle. The winner will be judged on creativity of costume design.
- **General Information**
 - Each Lifestyle prize package will consist of both aspirational and outlandish prizes (i.e., The Million-to-One Lotto Winner Lifestyle consists of a custom monster truck, an industrial barbecue grill, a year's supply of pork rinds, etc.). Each Lifestyle will have a net value of \$300,000. Winners will have the option of taking the cash equivalent versus the prize package.
 - Sweepstakes and contest winners will be announced after 4/30/99.

Selling Details Outline
October CAMEL Mighty Tasty Lifestyle Sweepstakes/Contest
(Program Contact: Kevin DeLury, #3466)

Retail

- Partner Pack and CTS Accounts will receive two separate DSD support materials kits. **Retailer placement of DSD materials expected to be placed by first week of October.**
 - First kit (automatically direct store delivered from Winston-Salem) is scheduled to arrive in store the week of **9/21/98** for placement by retailer by the first week in October. It contains: 1 catalog display, 50 catalogs, 1 laminate, 2 wobblers, 2 one-sided pasters, and 2 starbursts. It will also contain a letter/instruction sheet for retailers.
 - Second kit is scheduled to arrive in store the week of **11/16/98**. It contains: 1 catalog display and 50 catalogs.
 - ➔ Different versions of the above kits and catalogs depending on state restrictions and settlement requirements will be mailed accordingly.
- Identical kits will also be available for ROU order to Retail Partners not included in the DSD (i.e., carton outlets), if applicable. **First order date 9/21/98.** (Item numbers to be communicated at a later date.)
- In addition, bundles of 50 catalogs will be available for ROU order to replenish retail. **First order date 10/12/98.** (Item numbers to be communicated at a later date.)
- 1-800-CAMEL Cash can also be used by consumers to receive one catalog. Retailers should not use this number to obtain additional catalogs.

I M P O R T A N T

Field Sales Materials

- **Additional Presence Materials for ROU to order for Field Sales Placement are:**
 - 1) Standee Advertising Kit contains: Lifesize standee with 25 catalogs and a dangler.
 - 2) Corx Advertising Kit contains: corx sign and pennant rope.

These kits are **critical elements** of the program and need to be **sold and shipped** to Retail for early October placement. First order date 9/21/98. Item numbers and allocations will be available by early August.

Retailer Sweepstakes

- To Assist Field Sales in securing presence on the *Mighty Tasty Lifestyle* event, a sweepstakes for Retailers will be provided. (Important: All States **Except** MA, MI, VA)
 - Retailers will be eligible to win \$5,000 if they:
 - 1) Place CAMEL Cash Catalog DSD Kit materials.
 - 2) Allow placement of the Standee Kit or the Corx Kit.
 - 3) Maintain selected presence kit and catalog availability for the October and November period.
 - 4) Complete the Retailer incentive sign-up card.
- Details:
 - 60 Retailer Sweepstakes forms will be sent to each Rep in near future.
 - Any Retailer Sweepstakes form not filled out correctly will be discarded.
 - There will be 4 winners from **each** RJR Sales Region (80 total).
 - Winners will be announced Q1 1999.
- A \$20.00 Retailer incentive will be made available for MA, MI, VA for achieving items 1-3 listed above. Code for draft payment is: **CAM OCT RET PAY**

Other Program Elements

- New print and out-of-home advertising will be sweepstakes specific in the fourth quarter.
- Direct Mail - 1.9 million (age verified) mailings.
- Fourth quarter retail promotions will reinforce sweepstakes on promotional packaging.

**CAMEL Presence Plan
October/November
(Program Contact: Kevin DeLury, #3466)**

The current "purple and yellow" POS/PDI will be replaced with a new design that maintains the heritage of CAMEL while giving the brand a fresh new updated look (see following page for new graphics).

POS

- POS items will be shipped to Field sales personnel in mid-September. **NOTE: Placement is not to begin until October.**
- The expectation is that all monthly partner accounts will be completed in October. All other accounts (i.e., quarterly calls) will be completed on a top down basis, with time permitting, in October and November.

PDI Changeover

New graphic PDI items will be available for execution in October and November. Budgets and item numbers were communicated to each region in FSC-101-B, 7/15/98.

- Priorities:
 - 1) Current "purple and yellow" **indoor items** (i.e., decals, business hours, change mats), should be **replaced** during the October-November period on a top down priority basis, starting with monthly Retail Partners and working down covering as much of the retail accounts as possible.
 - 2) Current "purple and yellow" **semi-permanent outdoor items** (i.e., banners, corx) should be **replaced** during the October-November period on a top down priority basis, starting with monthly Retail Partners and working down covering as much of the retail accounts as possible.
 - 3) Placement of new indoor items should be done time permitting.
 - 4) Conversion of **permanent outdoor signage** (i.e., ground, pole, curb mounts) should only be done if time permits and other priorities are not disrupted.

Some items will not be replaced (i.e., awnings, marquees) due to cost.

Q4 Pricing

- Special pricing pieces will be included in the corporate DSD Q4 pricing kit which will reinforce the *Mighty Tasty Lifestyle* event during our PRP discounting period. (These are **NOT** overlay items.)
- Standard pricing pieces will also be available (see Attachment C2).

Red Kamel PDI - New Graphics

- New Red Kamel PDI items will be phased in as inventories deplete on current items.
- Placement of Red Kamel PDI is based on opportunity and when time permits.
- It will not be necessary to replace current Red Kamel PDI with new graphic items.

CAMEL Presence Plan
October/November
(Program Contact: Kevin DeLury, #3466)

" NEW CAMEL GRAPHICS "



CAMEL "Firefly" Program
(Program Contact: Kevin DeLury, #3466)

CAMEL "Firefly" Program

- The CAMEL "Firefly" Program will be worked in selected O-Zones during fourth quarter. First, what is a "Firefly"? A "Firefly" is a conversion agent that will be dressed like a cigarette girl and work the store to convert competitive smokers to CAMEL. The program objectives are:
 - Competitive trial
 - Name generation
 - Communication with adult smokers regarding CAMEL

Specific details and time frames will be communicated in the near future.

CAMEL Temporary Displays
(Program Contact: Kevin DeLury, #3466)

Temporary Displays

- CAMEL will be updating temporary displays to the new graphic design.
- Illustrations and item order information will be provided at a later date.

Section 2)

October Workplan Logistics

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ROU Checklist - October

	800600* CAMEL B2G1F (Partner Accounts) (20/SKU)	801539 CAMEL Menthol B1G1F (Partner Accounts) (30/SKU)	801816 WINSTON \$1 Off 2 Pks (Partner Accounts) (20/SKU)	801865 (Regular) 801866 (Tear Tape) 30¢ Off 1 Pk Low Volume/ DPC (20/SKU)	CAMEL "Mighty Tasty Lifestyle" Sweepstakes Materials	New CAMEL PDI
Execution Model Available	7/27/98	7/27/98	7/27/98	N/A	N/A	N/A
Adjustments to Model	7/27-8/7/98	7/27-8/28/98	7/27-8/21/98	N/A	N/A	N/A
Templates Available	8/10/98	8/31/98	8/24/98	N/A	N/A	N/A
Value-Added Transfer Deadline	8/14/98	9/4/98	8/28/98	8/14/98 (manual transfer only)	N/A	N/A
First Order Date	8/17/98 Reminder: Order live product in addition to promotional product	9/8/98***	8/31/98	8/17/98 product 8/24/98 displays	Reminder: Order standee advertising kit and corx advertising kit for retailers	Reminder: Order new CAMEL PDI items
First Delivery Date to Direct Accounts	9/7/98	9/28/98	9/21/98	9/7/98	N/A	N/A
Delivery Date to Retail	10/5/98	10/26/98	10/19/98	10/5/98**	10/5/98	10/5/98
Last Delivery Date to Direct Account	10/19/98	11/9/98	11/2/98	10/19/98	N/A	N/A
Roll Remaining Allocations to National Clean-Up	10/26/98	11/16/98	11/9/8	N/A	N/A	N/A

* WAM to participate.

** DPC/Low Volume DTS is 10/26/98 in majority of regions; however, select regions working 10/5/98 DTS. Schedules to accommodate earliest ship date.

*** Labor Day Week

Workplan Logistics
Program Contact: Kevin DeLury (3466)

I. Selling/Execution Detail

Month: October
Promotion: CAMEL B2G1F
Promotion #: 800600 Pre-Sleeved: No
Item #: 542414
Segment: Pack and Carton Partners (NOTE: A promotion is planned for CTS Partners in November)
SKU Quantity: 20
Placement/MSA Reporting: C A M O C T B 2 G 1 F
Reporting Dates: 10/5/98 - 11/27/98

Promotion Details: 1) **Promotion Description:** In conjunction with CAMEL's "Mighty Tasty Lifestyles" event, a B2G1F will be offered. A SKU will contain 25% CAMEL Filter Box (5 offers) and 75% CAMEL Light box (15 offers).
2) **Materials Description:** Product will be shipped in white cartons, pre-banded as a B1G1F. **THE ADDITIONAL LIVE PACK WILL BE ADDED BY THE VAP WHOLESALE AND PACKED IN A 3-PACK "BRAND-SPECIFIC" SLEEVE.** Each SKU contains 20 sleeves, 2 large pasters (folded), a large PMC, 2 starbursts. WAM accounts will participate.
3) **Recommended Displays:** in SKU
4) **Special Instructions:** VAP assembly: B1G1F will be banded with tape, but will be hinged and will open out so the packs are side-by-side. Wholesale to add the live pack in the sleeve, as noted in the wholesaler instructions. 7-Eleven allocations are included in the region that services McLane branch. Rite-Aid allocated to 1700 (see allocation sheet). No VAP transfers will be required for 7-Eleven and Rite-Aid.

Pricing Details: - Invoice Description: CAM OCT B2G1F
- Pricing: Regular list price
- Terms: Standard 3.25% on live product. Handling allowance 3.25% on gratis. 1.4% EFT
- Additional Allowance: State tax for free product

Promotional Packaging UPC: 12300-23860

Product UPC: Filters Box: 22584 (6M cases)

Lights Box: 22586 (6M cases)

VAP Payment Per 6M Case: 1) Pack Only: \$9.50 per promoted 6M case (\$1.27 per SKU of 20)

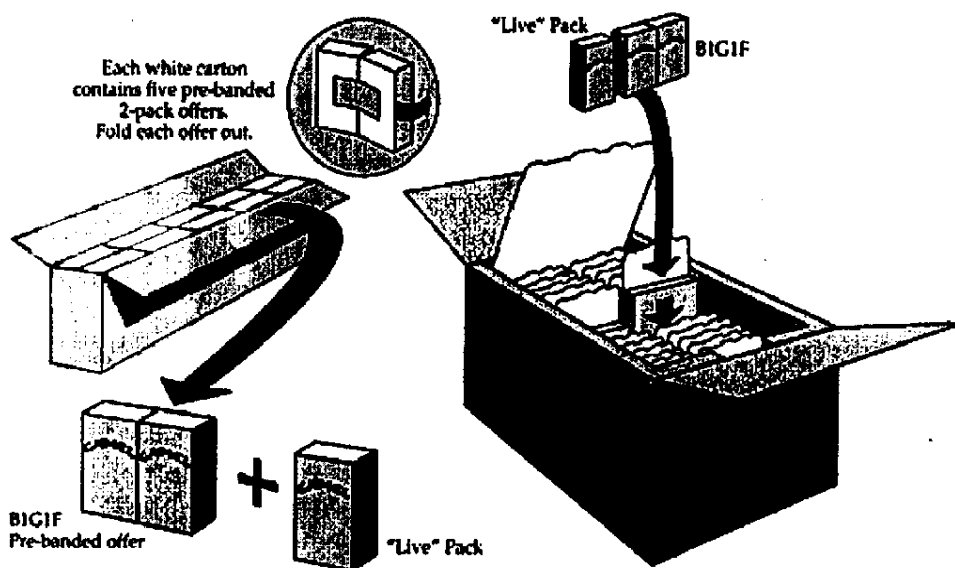
2) Pack and Ship: \$14.00 per promoted 6M case (\$1.87 per SKU of 20)

II. Promotion Timing

Allocations Available: 7/24/98
Execution Model Available: 7/27/98
Allocation Adjustments to Model: 7/27 - 8/7/98
Templates Available: 8/10/98
Valued-Added Transfer Deadline: 8/14/98 (no transfers required for 7-Eleven and Rite-Aid)
First Order Date: 8/17/98 **Reminder: Order live product in addition to promotional product.**
First Delivery Date to Direct Accounts: 9/7/98
VAP/Delivery Date to Retail Accounts: 10/5/98
Last Delivery Date to Direct Accounts: 10/19/98
Roll Remaining Allocations to National/Clean-Up: 10/26/98

WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****4TH QTR.'98****October CAMEL B2G1F***(Buy 2 Packs Get 1 Free)***STEPS**

1. Open CAMEL B2G1F shipping case.
2. Place one B1G1F offer into each sleeve. (Promotional product is in white cartons, utilize 1 carton Camel Filter Box, 3 cartons of Camel Light Box.)
3. Add one "live" Camel pack of same style to each offer.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.

**Item: # 542414****Promotion Reporting Description: CAM_OCT_B2G1F_**

Brand Style						
Number of Cartons						

Workplan Logistics
Program Contact: Kevin DeLury (3466)

I. Selling/Execution Detail

Month: October

Promotion: CAMEL Menthol B1G1F

Promotion #: 801539

Pre-Sleeved: Yes

Item #: 546680

Segment: Pack Partner Outlets

SKU Quantity: 30

Placement/MSA Reporting: C A M E N O C T B 1 G 1 F

Reporting Dates: 10/26 - 11/27/98

Promotion Details: 1) **Promotion Description:** To generate trial among competitive adult menthol smokers, Camel will offer a B1G1F on Menthol Box and Light Menthol Box styles. SKU will contain 10 offers of Menthol Box and 20 offers of Light Menthol Box (all regions except New York).

2) **Materials Description:** Product will be shipped in white cartons, pre-sleeved as a B1G1F. Display/shipper should contain: 6 cartons of presleeved product (2 Menthol Filter and 4 Menthol Lights) display w/riser, 2 large posters (folded) and package merchandising card.

3) **Recommended Displays:** in SKU

4) **Special Instructions:** CAMEL Stub Model will be available; adjust according to opportunity on CAMEL Menthol.

Pricing Details:

- Invoice Description: CA MEN OCT B1G1F

- Pricing: Regular list price

- Terms: Standard 3.25% on live product. Handling allowance 3.25 on gratis. 1.4% EFT

- Additional Allowance: State tax for free product

Promotional Packaging UPC: 12300-23859

Product UPC: Menthol Filters Box: 19326 (6M cases)

Menthol Lights Box: 19426 (6M cases)

VAP Payment Per 6M Case: 1) Pack Only: \$3.30 per promoted 6M case (\$.66 per SKU of 30)

2) Pack and Ship: \$4.90 per promoted 6M case (\$.98 per SKU of 30)

II. Promotion Timing

Allocations Available: 7/20/98

Execution Model Available: 7/27/98 (will be based on CAMEL Stub - make adjustments as needed for CAMEL Menthol opportunity.)

Allocation Adjustments to Model: 7/27 - 8/28/98

Templates Available: 8/31/98

Valued-Added Transfer Deadline: 8/31 - 9/4/98

First Order Date: 9/8/98 (Labor Day Week)

First Delivery Date to Direct Accounts: 9/28/98

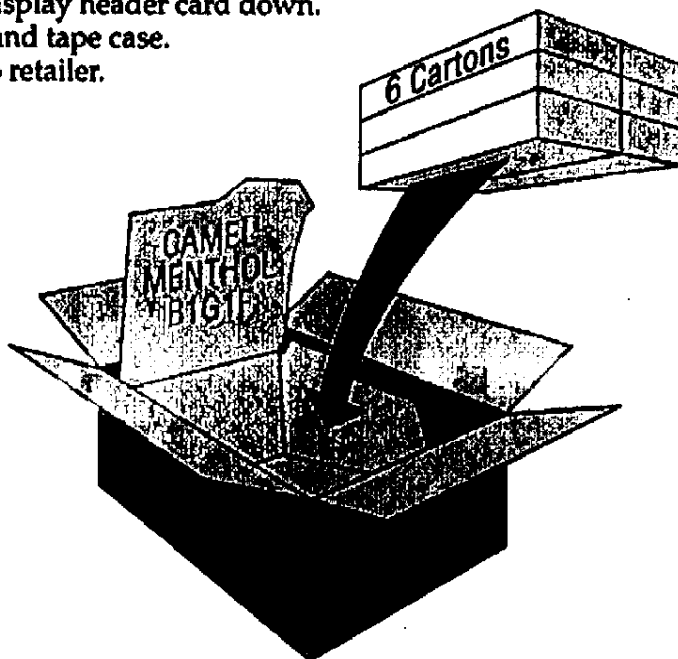
VAP/Delivery Date to Retail Accounts: 10/26/98

Last Delivery Date to Direct Accounts: 11/9/98

Roll Remaining Allocations to National/Clean-Up: 11/16/98

WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****4TH QTR.'98****October CAMEL Menthol B1G1F***(Buy 1 Pack Get 1 Free)***STEPS**

1. Open CAMEL Menthol B1G1F shipping case.
2. Place 6 cartons of CAMEL Menthol promotional product into shipping/display case (2 cartons CAMEL Menthol Filter and 4 cartons CAMEL Menthol Lights). Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 548680

Promotion Reporting Description: CA_MEN_OCI_B1G1F

Item						
Number of Cartons						

Workplan Logistics
Program Contact: Lori O'Connor, #3019

I. Selling/Execution Detail

Month: October

Promotion: WINSTON \$1.00 Off 2 Packs

Promotion #: 801816 Pre-Sleeved: Yes

Item #: 547190 (547415 Montana Only)

Segment: Partner Outlets

SKU Quantity: 20 offers

Placement/MSA Reporting: WIN OCT \$ 1 / 2 PKS

Reporting Dates: 10/19/98 - 11/27/98

Promotion Details: 1) Promotion Description: WINSTON \$1 off 2 packs. packs have black and white 50¢ tear tape. Promotion is pre-sleeved. Display holds: 2 cartons WINSTON Lt Box, 1 carton WINSTON Box, 1 carton WINSTON Ultra Box
2) Materials Description: Display kit includes assembled display and dump bin riser card.
3) Recommended Displays: in SKU
4) Special Instructions: Sleeve contains removable strip for retailer accounting purposes.

Pricing Details:

- Invoice Description: WIN OCT \$1/2 PKS
- Pricing: Reduced list price
- Terms: Standard 3.25% .5 EFT
- Additional Allowance: N/A

Promotional Packaging UPC: 12300-24689

Product UPC: 25487 - WINSTON FF Box (6M cases)
25488 - WINSTON Lt Box (6M cases)
25555 - WINSTON Ultra Lt Box (6M cases)

VAP Payment Per 6M Case: 1) Pack Only: \$3.30 per promoted 6M case (\$.77 per SKU of 20)
2) Pack and Ship: \$4.90 per promoted 6M case (\$1.14 per SKU of 20)

II. Promotion Timing

Allocations Available: 7/24/98

Execution Model Available: 7/27/98

Allocation Adjustments to Model: 7/27 - 8/21/98

Templates Available: 8/24/98

Valued-Added Transfer Deadline: 8/24 - 8/28/98

First Order Date: 8/31/98

First Delivery Date to Direct Accounts: 9/21/98

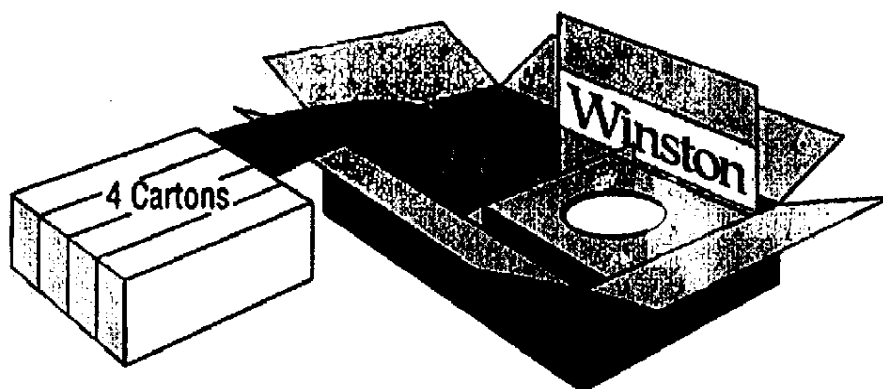
VAP/Delivery Date to Retail Accounts: 10/19/98

Last Delivery Date to Direct Accounts: 11/2/98

Roll Remaining Allocations to National/Clean-Up: 11/9/98

WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****4TH QTR.'98****October WINSTON \$1 OFF 2 Packs****STEPS**

1. Open WINSTON \$1 OFF 2 Packs shipping case. Do not remove WINSTON Advertising Paster.
2. Place 4 cartons of (2 WINSTON Lights Box, 1 WINSTON Box and 1 WINSTON Ultra Box) promotional product into shipper/display. Promotional product is in white cartons and is pre-sleeved.
3. Close and tape case.
4. Ship to retailer.



Item: # 547190

Promotion Reporting Description: WIN_QCT_\$1/2_PKS

Brand Style						
Number of Cartons						

Workplan Logistics
Program Contact: Kevin DeLury (3466)

I. Selling/Execution Detail

Month: October

Promotion: DPC

Promotion #: 801865 (reduced list price) 801866 (tear tape) 801867 (S.Ca. tear tape) Pre-Sleeved: No

Item #: 547610 Shipper/Display, 547604 VPR Sheets (40/sheet)

Segment: Low volume pack accounts

SKU Quantity: 20 offers

Placement/MSA Reporting: C A M O C T 3 0 / 1 P K

Reporting Dates: 10/5 - 11/26/98

Promotion Details: **1) Promotion Description:** CAMEL is offering a \$.30 off a pack promotion to low volume accounts available on Camel Light Box (10 offers) and CAMEL Filter Box (10 offers). 20-pack display available for this promotion.

2) Materials Description: #547610 contains display and folded paster, #547604 contains 40 VPRs/sheet

3) Recommended Displays: Item # 547610

Pricing Details:

- Invoice Description: CAM OCT 30/1 PK
- Pricing: Reduced List price (except S. California - regular list price)
- Terms: Standard 3.25% .5% EFT
- Additional Allowance: NA

Promotional Packaging UPC: N/A

Product UPC: Tear tape (National) Filter Box: 24052 Tear Tape (S.Cal) Filter Box: 23961
Light Box: 24053 Light Box: 23962

- VAP Payment Per 6M Case:
- 1) Pack Only: No Tear Tape - \$9.50 per promoted 6M case (\$1.27 per SKU of 40)
 - 2) Pack and Ship: No Tear Tape - \$14.00 per promoted 6M case (\$1.87 per SKU of 40)
 - 3) Pack Only: Tear Tape - \$4.75 per promoted 6M case (\$.64 per SKU of 40)
 - 4) Pack and Ship: Tear Tape - \$7.00 per promoted 6M case (\$.94 per SKU of 40)
 - 5) Complete Turnkey Sell/Pack/Ship-No Tear Tape-\$7.00 per store Complete Turnkey Sell/Pack-No Tear Tape-\$5.00 per store (for Price Clubs, etc.)
 - 6) Complete Turnkey Sell/Pack/Ship-Tear Tape-\$4.50 per store Complete Turnkey Sell/Pack-Tear Tape-\$2.50 per store

II. Promotion Timing

Allocations Available: 7/13/98

Execution Model Available: N/A

Allocation Adjustments to Model: N/A

Templates Available: N/A

Valued-Added Transfer Deadline: 8/14/98 (manual transfer only)

First Order Date: Product 8/17 ; Display 8/24

First Delivery Date to Direct Accounts: 9/7/98

VAP/Delivery Date to Retail Accounts: 10/5/98 *

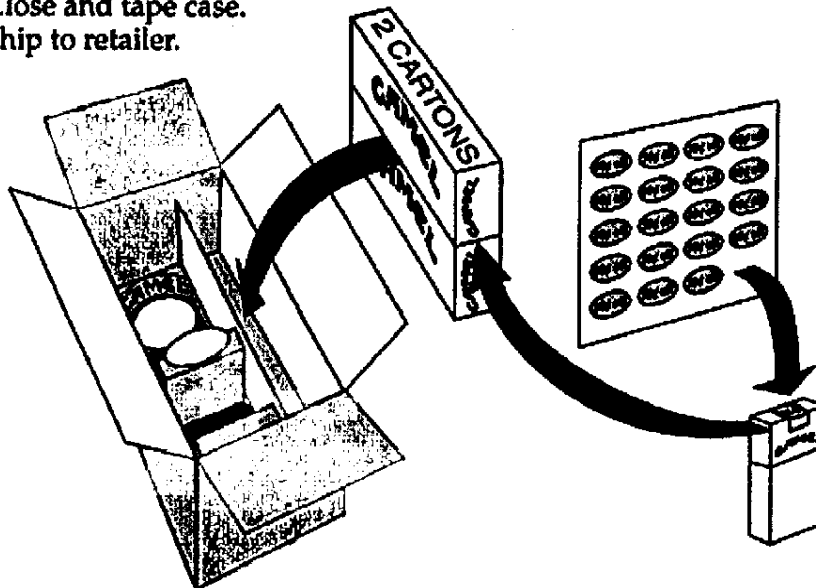
Last Delivery Date to Direct Accounts: 10/19/98

Roll Remaining Allocations to National/Clean-Up: N/A

- * DPC/Low volume DTS is 10/26; however, select regions working 10/5/98 DTS. Schedule to accommodate earlier DTS.

WHOLESALE PACKING INSTRUCTIONS**DEEPER PROMOTION COVERAGE 4TH QTR.'98****October CAMEL 30¢ OFF 1 Pack***(To be stickered by Direct Account)***STEPS**

1. Open CAMEL 30¢ OFF 1 Pack Display/Shipper Case.
DO NOT REMOVE DISPLAY.
2. Place "30¢ off" price stickers on TOP of 20 packs (2 cartons) of CAMEL live product.
3. Place back into cartons.
4. Place 2 cartons in display/shipper.
5. Close and tape case.
6. Ship to retailer.

**Item#**

547610 CAMEL 4Q 20 PK DPC Display

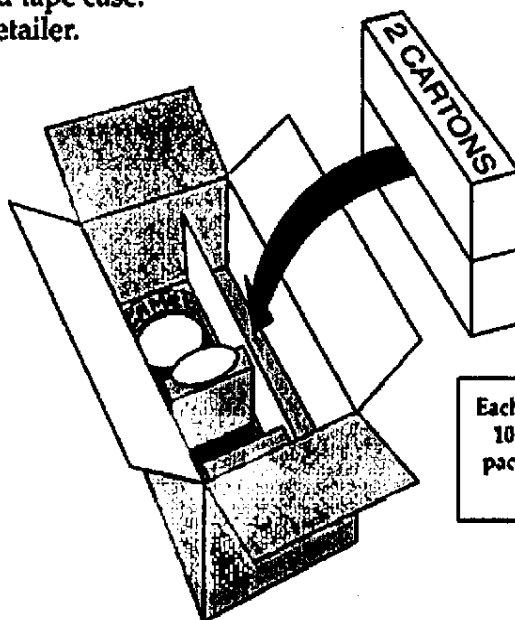
547604 CAMEL .30/PK VPR Sheets (20 per sheet)

Promotion Reporting Description: CAM_QCI_30/1_PK

Brand Style						
Number of Cartons						

WHOLESALE PACKING INSTRUCTIONS**DEEPER PROMOTION COVERAGE 4TH QTR.'98****October CAMEL Tear Tape 30¢ OFF 1 Pack****STEPS**

1. Open CAMEL 30¢ OFF 1 Pack Display/Shipper Case.
DO NOT REMOVE DISPLAY.
2. Place 2 cartons (1 carton CAMEL Filter Box and 1 carton CAMEL Lights Box) of "tear tape" promotional product in display/shipper.
PROMOTIONAL PRODUCT IS IN WHITE CARTONS.
3. Close and tape case.
4. Ship to retailer.



Each white carton contains
10 packs with "30 off 1
pack" pre-printed on tear
tape of each pack.

Item: # 547610 CAMEL 4Q 20 PK DPC Display

Promotion Reporting Description: **CAM-OCT--30/1-PK**

Brand Style						
Number of Cartons						

Section 3)

Attachments

51872 1067

Wholesale Partners - First Quarter 1998 MSA Reporting Descriptions for Promotions

Time Period	Promotion Explanation	MSA Reporting Description	Promotion Indicator	Brand Description
September	CAMEL/WINSTON Display (7-Eleven Stores Only)	C A M / W I N _ S E P _ 7 / 1 1	Y	CAMEL REGULAR 85 BX CAMEL REGULAR LT 85 BX WINSTON LT 85 BX WINSTON FF 85 BX WINSTON UL 85 BX
October *	CAMEL Buy 2 Pack Get 1 Free (Partner Outlets)	C A M _ O C T _ B 2 G 1 F _ _ _	Y	CAMEL REGULAR 85 BX CAMEL REGULAR LT 85 BX
October	CAMEL Menthol Buy 1 Pack Get 1 Free (Partner Outlets)	C A _ M E N _ O C T _ B 1 G 1 F	Y	CAMEL MENTHOL KSF BX CAMEL MENTHOL KSF BX LT
October *	WINSTON \$1.00 Off 2 Packs	W I N _ O C T _ \$ 1 / 2 _ P K S	Y	WINSTON LT 85 BX WINSTON FF 85 BX WINSTON UL 85 BX
October	SALEM Buy 2 Packs Get 1 Free (Partner Outlets) (New York Region Only)	S A L _ O C T _ B 1 G 1 F _ N Y	Y	SALEM SLIDE BX SALEM LT SLIDE BX

NOTES:

- CTS is abbreviation for "Cigarette/Tobacco Store"
- DPC is abbreviation for "Deeper Promotion Coverage"
- National Package Promotions which will be tracked for Partners Category III qualification. This does not mean that the other promotions have any less importance or value to RJR. Proper execution of all RJR promotions continue to be a critical element in our overall marketing strategy. Simplification and administration ease until the automated system is activated is why promotions have been limited for Category III qualification.

8901 21815

Wholesale Partners - Third Quarter 1998 MSA Reporting Promotion Description for Promotions

Time Period	Promotion Explanation	MSA Reporting Description	Promotion Indicator	Brand Description
July	WINSTON \$1.00 Off 2 Packs (Pack Outlets)	WIN_JUL_\$1/2_PKS	Y	WINSTON LT 85 BX WINSTON FF 85 BX WINSTON UL 85 BX
July	WINSTON 30¢ Off 1 Pack (DPC)	WIN_JUL_30/1_PK	Y	WINSTON LT 85 BX WINSTON FF 85 BX
July	SALEM Buy 1 Pack Get 1 Pack Free (Pack Outlets) (New York Region Only)	SAL_JUL_B1G1E_NY	Y	SALEM SLIDE BX SALEM LT SLIDE BX
August	CAMEL Buy 2 Packs Get 1 Pack Free (Pack Outlets)	CAM_AUG_B2G1E_	Y	CAMEL REGULAR 85 BX CAMEL REGULAR LT 85 BX
September	DORAL "Price Check Jackpot" (Pack Outlets and CTS)	DOR_SEPT_JACKPOT	Y	DORAL LT BOX 85 DORAL FF BOX 85 DORAL LT BOX 100 DORAL FF BOX 100 DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
September	DORAL "Price Check Jackpot" (Supermarkets)	DOR_SEPT_JPOT/SM	Y	DORAL LT BOX 85 DORAL FF BOX 85 DORAL LT BOX 100 DORAL FF BOX 100 DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
September	DORAL 30 ¢ Off 1 Pack (DPC)	DOR_SEPT_30/1_PK	Y	DORAL LT BOX 85 DORAL FF BOX 85 DORAL LT BOX 100 DORAL FF BOX 100 DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
September	SALEM 30 ¢ Off 1 Pack (DPC) (Non-Tear Tape Only)	SAL_SEPT_30/1_PK	Y	SALEM KS SALEM 100 SALEM KS LT SALEM 100 LT

① Additional brand style descriptions should be entered if additional brand styles utilized. Enter specific brand styles to be worked.

NOTES:

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6901 27815

Wholesale Partners - Second Quarter 1998 Promotion Reporting Description

Time Period	Promotion Explanation	MSA Reporting Description	Promotion Indicator	Brand Description
June	DORAL Buy 1 Pack Get 1 Free (Pack Outlets)	DOR_JUN_B1G1E---	Y	DORAL LT BOX 85 ① DORAL FF BOX 85 DORAL FF SP 85 MEN DORAL FF SP 100 MEN DORAL FF SP 85 DORAL FF SP 100 DORAL LT BOX 85 DORAL FF BOX 85 DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
June	DORAL Buy 4 Packs Get 1 Pack Free (CTS Pack)	DOR_JUN_B4G1E---	Y	DORAL KSF LT ① DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT DORAL FF BOX 100 DORAL LT BOX 100
June	DORAL Buy 8 Packs Get 2 Packs Free (CTS Carton)	DOR_JUN_B8G2E---	Y	DORAL KSF LT ① DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT DORAL FF BOX 100 DORAL LT BOX 100
June	CAMEL 30¢ Off 1 Pack (DPC)	CAM_JUN_30/1_PK	Y	CAMEL KSF BX CAMEL KSF BX LT
June	SALEM 30¢ Off 1 Pack (DPC) (Non-Tear Tape Only)	SAL_JUN_30/1_PK	Y	SALEM KS ① SALEM 100 SALEM KS LT SALEM 100 LT

① Additional brand style descriptions should be entered if additional brand styles utilized. Enter specific brand styles to be worked.

NOTES:

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0101 27815

Wholesale Partners - Second Quarter 1998 MSA Reporting Description for Promotions

Time Period	Promotion Explanation	MSA Reporting Description	Promotion Indicator	Brand Description
April	CAMEL Buy 2 Packs Get 1 Pack at 10¢ (Pack Outlets)	CAM_APR_B2G1/.10	Y	CAMEL KSF BX CAMEL KSF BX LT
April	DORAL Buy 2 Packs Get 1 Free (Pack Outlets)	DOR_APR_B2G1F---	Y	DORAL KSF LT ① DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
April	DORAL Buy 1 Pack Get 1 Free (Pack Outlets)	DOR_APR_B1G1F---	Y	DORAL KSF LT ① DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
April	DORAL 1.00 Off 2 Packs (Supermarkets)	DOR_APR_\$.1/2_PKS	Y	DORAL KSF LT ① DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
April	WINSTON 30¢ Off 1 Pack (DPC)	WIN_APR_.30/1_PK	Y	WINSTON KS BX WINSTON 85 BX LT
April-December	SALEM 30¢ Off 1 Pack Sniped Product (Tear Tape Only)	SAL_98_.30/1_PK_	Y	SALEM KS SALEM 100 SALEM KS LT SALEM 100 LT
May	WINSTON 70¢ Off 2 Packs (Pack Outlets)	WIN_MAY_.70/2_PK	Y	WINSTON KS BX WINSTON 85 BX LT
May	CAMEL 85¢ Off 2 Packs (Pack Outlets)	CAM_MAY_.85/2_PK	Y	CAMEL LT 85 SP CAMEL FF 85 SP CAMEL KSF BX CAMEL KSF BX LT
May	CAMEL Buy 2 Packs Get T-Shirt (Pack Outlets)	CAM_MAY_B2G_ISHT	Y	CAMEL KSF BX ① CAMEL KSF BX LT
May	CAMEL Buy 4 Packs Get 1 Pack Free (CTS Pack)	CAM_MAY_B4G1F---	Y	CAMEL KSF BX CAMEL KSF BX LT
May	DORAL 30¢ Off 1 Pack (DPC)	DOR_MAY_.30/1_PK	Y	DORAL KSF LT ① DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
June	DORAL Buy 2 Packs Get 1 Free (Pack Outlets)	DOR_JUN_B2G1F---	Y	DORAL KSF LT DORAL LT BOX 100 ① DORAL FF BOX 100 DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT

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1701 27815

Wholesale Partners - First Quarter 1998 MSA Reporting Promotion Description for Promotions

Time Period	Promotion Explanation	MSA Reporting Description	Promotion Indicator	Brand Description
February	CAMEL Buy 2 Packs Get 1 Pack Free (Pack Outlets)	CAM_FEB_B2G1F---	Y	CAMEL KSF BX CAMEL KSF BX LT
February	DORAL Buy 2 Packs Get 1 Pack Free (Pack Outlets)	DOR_FEB98_B2G1F-	Y	DORAL KSF LT ① DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
February	DORAL Buy 1 Pack Get 1 Pack Free (Pack Outlets)	DOR_FEB_B1G1F---	Y	DORAL KSF LT ① DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
February	DORAL Buy 2 Packs Get 1 Pack Free (CTS Pack)	DOR_FEB_CISB2G1F	Y	DORAL KSF LT ① DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
February	CAMEL Buy 4 Packs Get 1 Pack Free (CTS Pack)	CAM_FEB_CTSB4G1E	Y	CAMEL KSF BX CAMEL KSF BX LT
February	DORAL Buy 1 Carton Get 5 Packs Free (CTS Carton)	DOR_FEB_CTS_CIN-	Y	DORAL KSF LT ① DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
February	SALEM Buy 1 Pack Get 1 Pack Free (New York Region Only)	SAL_FEB_B1G1F_NY	Y	SALEM SLIDE BX SALEM LT SLIDE BX
March	SALEM Buy 1 Pack Get 1 Pack Free (New York Region Only)	SAL_MAR_B1G1F_NY	Y	SALEM SLIDE BOX SALEM LT SLIDE BOX
March	WINSTON Buy 2 Packs Get 1 Pack Free (Pack Outlets)	WIN_MAR_B2G1F---	Y	WINSTON KS BX WINSTON 85 BX LT WINSTON 85 ULT BX
March	DORAL 5 Pack Sleeve (CTS Pack)	DOR_MAR_CTS_5_PK	Y	DORAL KSF LT ① DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT DORAL LT 100 BX DORAL FF 100 BX DORAL LT 85 BX DORAL FF 85 BX DORAL LT 85 SP MEN

① Additional brand style descriptions should be entered if additional brand styles utilized. Enter specific brand styles to be worked.

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2701 2785

Wholesale Partners - First Quarter 1998 MSA Reporting Descriptions for Promotions

Time Period	Promotion Explanation	MSA Reporting Description	Promotion Indicator	Brand Description
January	WINSTON 70¢ Off 2 Packs (Pack Outlets)	WIN_JAN_70/2PKS	Y	WINSTON KS BX WINSTON 85 BX LT
January	DORAL 1.00 Off 2 Packs (Pack Outlets)	DOR_JAN_11/2PKS	Y	DORAL KSF LT ① DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
January	DORAL 1.00 Off 2 Packs (CTS Pack)	DOR_JAN_CIS_PACK	Y	DORAL KSF LT ① DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
January	DORAL 1.00 Off 2 Packs (Supermarkets)	DOR_JAN_SMKT_PK	Y	DORAL KSF LT ① DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
January	DORAL 7.50 Off 15 Packs (CTS Carton)	DOR_JAN_CIS_CIN	Y	DORAL KSF LT ① DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
January-March	CAMEL Menthol Buy 2 Packs Get 1 Pack Free (Pack Outlets)	CAM_MTH_B2G1F	Y	CAMEL MENTHOL KSF BX CAMEL MENTHOL KSF BX LT
January-March	WINSTON 30¢ Off 1 Pack (DPC)	WIN_Q1_DPC_DPLY	Y	WINSTON KS BX WINSTON 85 BX LT
January-March	CAMEL 30¢ Off 1 Pack (DPC)	CAM_Q1_DPC_DPLY	Y	CAMEL KSF BX CAMEL KSF BX LT
January-March	DORAL 30¢ Off 1 Pack (DPC)	DOR_Q1_DPC_DPLY	Y	DORAL KSF LT ① DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
January-March	SALEM 30¢ Off 1 Pack (DPC)	SAL_Q1_DPC_DPLY	Y	SALEM KS ① SALEM 100 SALEM KS LT SALEM 100 LT

① Additional brand style descriptions should be entered if additional brand styles utilized. Enter specific brand styles to be worked.

NOTES:

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51872 1073

**VAP Promotion Timetable
October**

1) Promotion Details				
Month	October	October	October	October
Promotion	CAMEL B2G1F #800600 (Partners Accounts)	CAMEL Menthol B1G1F #801539 (Partners Accounts)	WINSTON \$1.00 Off 2 Packs #801816 (Partners Accounts)	CAMEL 30¢ Off 1 Pack #801865 (regular)* #801866 (tear tape)*
Pre-Sleeved	No	Yes	Yes	No
Offers Per Display	20	30	20	20
First Order Date	8/17/98	9/8/98	8/31/98	8/17/98
First Delivery Date to Direct Account	9/7/98	9/28/98	9/21/98	9/7/98
Direct Account Ships to Retail (week of)	10/5/98	10/26/98	10/19/98	10/5/98*
2. Pre-Planning and Execution				
Review with Direct Account				
Direct Account Administration				
Templates/Packing Instruction to Direct Account				
BSGSF Ordered				
BSGSF Delivery to Direct Account				
Premiums Ordered				
Premium Delivery to Direct Account				
Template Loaded/Reviewed				
Product Stamping				
VAP Assembly/Packing				
3. Follow-Up Process				
Review Unshipped SKUs				
Identify Missed Distributions				
Reload Distributions				
Ship to Appropriate Accounts				

* DPC/Low Volume DTS is 10/26/98 in majority of regions; however, select regions working 10/5/98 DTS. Schedules to accommodate earliest ship date.

51872 1074

Name _____
 Employee # _____
 Assignment # _____

FOR ROU USE ONLY
 SMS Order # _____

CAMEL WORKPLAN POS			
Item #	Order Quantity	SKU Pack	Item Description
• APD Pack Display (cardstock/paper)			
546230 *			APD Enhanced Card
546233 *			APD Large Card
546242			APD Medium Card
546245 *			APD Small Card
546251 *			APD Tray Strip
547040 *			APD Tray Strip (Menthol)
546254			APD Catalog Holder Card
• APD Pack Display (transparencies)			
546371			APD Enhanced Transparency
546374			APD Large Transparency
546380			APD Medium Transparency
546383			APD Small Transparency
• System III Pack Display (cardstock/paper)			
546260 *			Display Channel Strip
547043 *			Display Channel Strip (Menthol)
546263 *			Large Package Merchandiser Card
547052 *			Large Package Merchandiser Card (Menthol)
546272			Small Package Merchandiser Card
546275			14" Header Card
546281 *			19" Canopy Card
546284			Large PPD Card
546290 *			Small PPD Card
546293			Enhanced 40-Pack Tray End Cap Card
546302			Enhanced 80-Pack Tray End Cap Card
546305			40-Pack Tray Large End Cap Card
546311			80-Pack Tray Large End Cap Card
• System III Pack Display (transparencies)			
546392			Large Package Merchandiser Transparency
546395			Small Package Merchandiser Transparency
546401			14" Header Transparency
546404			19" Canopy Transparency
546410			Large PPD Transparency
• Specialty Display (cardstock/paper)			
546314			11-Column Slide-By Card
546320			Small Side Card
• Specialty Display (transparencies)			
546413			Non-Self Service Enhanced Sign Transparency
546422			Flex Side Transparency

* Items available for re-order.

51872 1075

Name _____
 Employee # _____
 Assignment # _____

FOR ROU USE ONLY
 SMS Order # _____

CAMEL WORKPLAN POS			
• Carton Outlet Display (cardstock/paper)			
546323			24" Enhanced Canopy Card
546332			28" Canopy Card
546335			36" Enhanced Canopy Card
• Carton Outlet Display (transparencies)			
546425			24" Enhanced Canopy Transparency
546431			28" Canopy Transparency
546434			36" Enhanced Canopy Transparency
• Package Outlet Display (transparencies)			
546440			8-Column OPM Transparency
546470			8-Column OPM Insert Transparency
546443			20-Column OPM Transparency
• Non-Display Signage (cardstock/paper)			
546341 *			Large Paster
546344 *			One Sheet
546350 *			Small Paster
• Non-Display Signage (transparencies)			
546452 *			15" x 49" Horizontal Transparency
546455			32" x 37" Rectangular Transparency
• New World Merchandiser Display (cardstock/paper)			
546353			12" Enhanced Canopy Card
546362			2' WD Canopy Card
546365			48" Enhanced Canopy Card
• New World Merchandiser Display (transparencies)			
546461			2' WD Canopy Transparency
546464			48" Enhanced Canopy Transparency

* Items available for re-order.

51872 1076

Name _____
 Employee # _____
 Assignment # _____

FOR ROU USE ONLY
 SMS Order # _____

WINSTON Workplan POS				
Item #	Order Quantity	SKU Pack	Item Description	Page
• Pack Display POS Cards (Non-Lit)				
535982			40-Pack Tray Large End Cap Card - No Graphic Change	16
535985			80-Pack Tray Large End Cap Card - No Graphic Change	16
544304			Enhanced 40-Pack Tray End Cap Card	26
544310			Enhanced 80-Pack Tray End Cap Card	27
544184			14" Header Card	8
544250			APD Enhanced Card	17
544262			APD Large Card	18
544271			APD Medium Card	19
544280			APD Small Card	20
544292			APD Tray Strip	22
544301			Channel Strip	24
544322			24" Package Card	31
544334			Large PPD Card	34
544364			Small PPD Card	38
544355			16" Package Card	37
544370			Small Side Card	39
529550			Small PPD Card - WINSTON Ultra Lt Box Only - No Graphic Change	38
• Pack Display POS Transparencies (Lit)				
531551			8 Col Transparency - No Graphic Change	6
526103			24" Package Transparency (Bottom) - No Graphic Change	31
544325			24" Package Transparency (Top)	31
527093			16" Package Transparency (Bottom) - No Graphic Change	37
544190			14" Header Transparency	8
544211			20 Column Transparency	11
544253			APD Enhanced Transparency	17
544265			APD Large Transparency	18
544274			APD Medium Transparency	19
544283			APD Small Transparency	20
544340			Large PPD Transparency	34
• Carton Display POS Cards (Non-Lit)				
544202			19" Canopy Card	10
544214			24" Enhanced Canopy Card	12
544223			28" Canopy Card	13
544244			36" Enhanced Canopy Card	15
• Carton Display POS Transparencies (Lit)				
544205			19" Canopy Transparency	10
544220			24" Enhanced Canopy Transparency	12
544232			28" Canopy Transparency	13
544241			36" Enhanced Canopy Transparency	15
• Non-Display Signage (Non-Lit)				
544331			Large Paster	33
544382			Small Paster	11-Sav
544373			One Sheet	17-Misc
• Non-Display Signage (Lit)				
544193			15 x 49 Transparency	9
544235			32 x 37 Transparency	14
• Specialty POS Cards (Non-Lit)/Specialty POS Transparencies (Lit) Quantities on these items should be minimal				
544352			NSS Sign Transparency	36
535895			11 Column Slide Card - No Graphic Change	7
544313			Flex Side Transparency	28

51872 1077

Name _____
Employee # _____
Assignment # _____

FOR ROU USE ONLY
SMS Order # _____

WINSTON Workplan POS				
Item #	Order Quantity	SKU Pack	Item Description	Page
• New World Merchandisers POS Card (Non-Lit)				
544385			12" Enhanced Canopy Card	40
544391			2' WD Canopy Card	41
544400			48" Enhanced Canopy Card	42
• New World Merchandisers POS Transparencies (Lit)				
544394			2' WD Canopy Transparency	41
544403			48" WD Canopy Transparency	42

* 36" Enhanced Card Transparency Card fits 3' Unit

51872 1078

Name _____
 Employee # _____
 Assignment # _____

FOR ROU USE ONLY
 SMS Order # _____

SALEM Workplan POS			
Item #	Order Quantity	SKU Pack	Item Description
• Pack Outlet			
503045		1	Small PPD Card
503051		1	Large PPD Card
503060		1	Display Strip
503063		1	Small Display Channel Strip
503072		1	19 PCD Transparency
503075		1	20 Column OPM Transparency
503081		1	8 Column OPM Transparency
503090		1	24" Package Merch Transparency
503840		1	19" PCD Card
503733		1	24" Package Merch Card

SALEM Adjustable Pole Display POS			
Item #	Order Quantity	SKU Pack	Item Description
• Pack Outlet			
527180		1	Small Transparency
527192		1	Medium Transparency
527210		1	Enhanced Transparency
527081		1	Tray Strip
527084		1	Small Card
527090		1	Medium Card
527165		1	Large Card
527171		1	Enhanced Card
527201		1	Large Transparency

51872 1079

Name _____
Employee # _____
Assignment # _____

FOR ROU USE ONLY
SMS Order # _____

VANTAGE Workplan POS			
Item #	Order Quantity	SKU Pack	Item Description
• Pack Outlet			
511805		1	8 Column OPM Transparency
511811		1	24" Package Merchandiser Transparency
511820		1	24" Merchandiser Card
511823		1	Small PPD Card
511832		1	Large PPD Card
511835		1	Display Strip
511841		1	Small Display Channel Strip
511850		1	19" Transparency

51872 1080

Name _____
 Employee # _____
 Assignment # _____

FOR ROU USE ONLY
 SMS Order # _____

DORAL Workplan POS			
Item #	Order Quantity	SKU Pack	Item Description
• DORAL Non-Pricing - Sustaining POS			
547250		1	24" Enhanced Canopy Transparency
523703		1	24" Package Transparency
523712		1	28" Canopy Transparency
523715		1	36" Enhanced Canopy Transparency
547241		1	19" Canopy Transparency
523832		1	Large PPD Transparency
523823		1	20-Column Transparency
534794		1	DORAL 40-Pack Large End Cap Card
534800		1	DORAL 80-Pack Large End Cap Card
534803		1	DORAL Enhanced 40-Pack End Cap Card
534812		1	DORAL Enhanced 80-Pack End Cap Card
528305		1	DORAL APD Large Card
528320		1	DORAL APD Small Card
528332		1	DORAL APD Medium Card
528341		1	DORAL APD Enhanced Card
• DORAL Pricing POS			
523721		1	28" Canopy Card
547244		1	19" Canopy Card
547271		1	Large 24" Package Merchandiser Card
523745		1	Small 16" Package Merchandiser Card
523754		1	12" Header Card
547253		1	Small PPD Card
523760		1	Extended Channel Strip (each SKU consists of 3 strips with different messages perforated)
523781		1	Folded Shelf Strip
523751		1	Channel Strip (each SKU consists of 3 strips with different messages perforated)
523820		1	Large PPD Card
530141		1	Roll Dial Pricer Card
530144		1	6 & 9 Tray Side Card
523790		1	Small Vertical Paster
523802		1	Extra Large Paster
528350		1	One Sheet Paster
528662		1	One Sheet for Pricer Kit
547265		1	Special Offer Counter Riser Card
523814		1	Special Offer 24" Package Merchandiser Card
547262		1	"You Save" Special Offer Dump Bin Riser Card (Special Price - You Save One Side/EDLP on Reverse - 17" x 14")
523784		1	"You Save" Pack Pricer Card (Special Price - You Save One Side/EDLP on Reverse - 10" x 7")
533300		1	"You Save" Carton Pricer Card (Special Price - You Save One Side/EDLP on Reverse - 14 1/4" x 9 3/4")
533303		1	"You Save" Large Paster (Special Price - You Save One Side Only - 18 1/4" x 24 3/4")
• DORAL Box POS			
533765		1	DORAL Box Small PPD Card (Pricing One Side/Brand Message on Reverse)
532664		1	DORAL Box DBRC (Pricing One Side Only)
537575		1	DORAL Box 83 19" Canopy Card
537590		1	DORAL Box 83 24" Package Merchandiser Card
537710		1	DORAL Box Pricer Wobbler

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Name _____
 Employee # _____
 Assignment # _____

FOR ROU USE ONLY
 SMS Order # _____

DORAL Workplan POS			
Item #	Order Quantity	SKU Pack	Item Description
• DORAL Discount Sleeves			
543842		60	2-Pack Assembled Sleeves UPC 12300-23855
543821		900	2-Pack Flat Sleeves UPC 12300-23855
543845		60	3-Pack Assembled Sleeves UPC 12300-23856
543830		900	3-Pack Flat Sleeves UPC 12300-23856
543851		30	5-Pack Assembled Sleeves UPC 12300-25375
• DORAL Box 100 POS			
537572		1	DORAL Box 100 19" Canopy Card
537584		1	DORAL Box 100 24" Package Merchandiser Card
537602		1	DORAL Box 100 Small PPD Card
537611		1	DORAL Box 100 Dump Bin
537920		1	"New" Box 100 Starburst
537704		1	DORAL Box 100 Pricer Wobbler
• DORAL Menthol POS			
532670		1	DORAL Menthol DBRC (Pricing One Side Only)
532673		1	DORAL Menthol Channel Strip (Pricing One Side/Brand Message on Reverse)
532682		1	DORAL Menthol Ext Channel Strip (Pricing One Side/Brand Message on Reverse)
547280		1	DORAL Menthol Box 83 19" Canopy Card
547283		1	DORAL Menthol Box 83 24" Package Merchandiser Card
547274		1	DORAL Menthol Box 83 Small PPD Card
537614		1	DORAL Menthol Box 83 Dump Bin Riser Card
537713		1	DORAL Menthol Box Pricer Wobbler

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Pricing Materials

Pricing/Accrual Sleeves				
Order Quantity	Item Description	Item #	SKU Packing	Promotional UPC #
• WINSTON				
	2 Pack Assembled Sleeves	536585	60	12300-70401
	2 Pack Flat	536584	900	12300-70401
	3 Pack Assembled	536612	60	12300-70402
	3 Pack Flat	536570	900	12300-70402
	5 Pack Assembled	536615	30	12300-70404
	Dump Bin Riser Card	536552		
	Counter Display Riser Card	536555		
	Large Paster	536561		
	Large Starburst (11" x 10")	536543		
	Small Starburst (6 1/2" x 5 1/2")	536540		
• CAMEL				
	2-Pack Assembled	546110	60	12300-23865
	2-Pack Flat	546050	900	12300-23865
	3-Pack Assembled	546113	60	12300-23866
	3 Pack Flat	545062	900	12300-23866
	5-Pack Assembled	546122	30	12300-23894
	Dump Bin Riser Card	546095	1	
	Counter Display Riser Card	546092	1	
	Large Paster	546101	1	
	Large Starburst (13" x 9")	546080	1	
	Small Starburst (6" x 6")	546074	1	
	Buydown Pricing Channel Strip	546083	1	
• CAMEL Menthol				
	Small Starburst	547211	1	
	Large Starburst	547214	1	
	Display Channel Strip	547220		
• SALEM				
	2 Pack Assembled	524315	60	12300-70401
	2 Pack Flat	521825	900	12300-70401
	3 Pack Assembled	524333	60	12300-70402
	3 Pack Flat	521834	900	12300-70402
	5 Pack Assembled	524354	30	12300-70404
	Dump Bin Riser Card	503120	1	
	Counter Display Riser Card	503114	1	
	Large Paster	521843	1	
	Large Starburst (11" x 10")	521861	1	
	Small Starburst (6 1/2" x 5 1/2")	545732	1	
• VANTAGE				
	2 Pack Assembled	527462	60	12300-70401
	2 Pack Flat	527450	900	12300-70401
	3 Pack Assembled	540722	60	12300-70402
	Dump Bin Riser Card	511853	1	
	Counter Display Riser Card	511814	1	
	Large Paster	511844	1	
	Large Starburst (11" x 10")	527444	1	
	Small Starburst (6 1/2" x 5 1/2")	527441	1	

NOTE: Pricing Material Dimensions as follows:

- Dump Bin Riser Card - 17" x 14"
- Counter Display Riser Card - 14" x 6 1/2"
- Large Paster - 24" x 18"
- Starbursts - as indicated

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4Q 1998 Retail Trade Direct Marketing Timelines

Below is a schedule of deadlines that needs to be followed when selling 4th Quarter Retail Trade Direct Marketing Programs to our Partner Resource Plan (PRP) Chains. **Please note some dates have been revised to better coincide with fourth quarter workplan timetables.** Refer to G drive* for Guidelines, Information Sheet (Attachment A), and Datagrab (Attachment B) instructions. For more information, contact K. Wadia at (336) 741-7004 or Dick Luongo at (336) 741-6110.

KAM/AM RESPONSIBILITIES	ROLLFOLD MAILING #5	POSTCARD MAILING #6	POSTCARD MAILING #7
Identify Chain for participation and e-mail Information Sheet (& datagrab if new chain) to Nikki Lail	5/19	7/6	7/21
Present Program to Chain	6/16	7/20	8/11
Send Chain Logo, Program Offer & Datagrab to Nikki Lail (& Chain's Top Panel Art if Rollfold)	7/14	8/10	9/1
Mail Date	9/28	10/26	11/17

*To access attachments, go to Explorer. Select G drive. Click on Sales/98Plans/NewWorld/5_TDM.