

June 28, 1995

TO: Mr. Andy Schindler
FROM: T. Wayne Robertson
SUBJ: Significant Activity Report - June, 1995

WINSTON

- **Winston Cup**

Miller Genuine Draft 500 - Dover, DE

SME personnel entertained 38 guests of RJR Sales during this event. Among the guests were Tom Foley (Delaware Assemblyman) and wife; Bob Stewart (RJR lobbyist), Al Komjathy, Bill Houck and Kay Stewart (Anchor House Foundation); and Jack Fischer (Gloucester County, NJ, administrator).

On Thursday of race week, SME's Winston Cup operations staff took NASCAR Winston Cup driver Rusty Wallace and his team to dinner. Wallace, the 1989 Winston Cup champion, continues to be supportive of RJR's efforts in racing.

UAW-GM Teamwork 500 - Long Pond, PA

RJR Sales brought an enthusiastic group of about 35 customers to this race at Pocono Raceway. Among that number were Elizabeth Gallagher, an RJR lobbyist, and several people on whom she calls. Many of the guests were treated to a tour of the garage and pits prior to the race, during which they met several NASCAR Winston Cup drivers.

Miller Genuine Draft 400 - Brooklyn, Michigan

Bobby Labonte took time from his Sunday-morning activities to go to the Winston Winners Club at this event, then he went out and won the race on Sunday afternoon. Labonte's trip to the Winston Winner's Club was met with great approval by the 250 guests.

A construction project at Michigan International Speedway increased the seating capacity at the track by 8,800 seats. The capacity thus increased to more than 130,000, and the race played before a sellout crowd.

SME personnel also entertained 22 guests of RJR Sales in the Winston hospitality suite.

Also ...

At the end of June, Sterling Marlin had rallied to take a six-point lead over seven-time Winston Cup champion, Dale Earnhardt in the NASCAR Winston Cup point standings. Jeff Gordon was third, just 12 points behind Marlin as the championship battle shapes up to be one of the closest in several years.

- **Winston Drag**

Virginia Is For Lover's Nationals, Richmond, VA:

Sales/Hospitality:

Friday night Pro qualifying and a designated RJRT Field Sales appreciation night kicked off the activities for this inaugural national event. Division Manager, Jack Kerigan presented individual awards to his Sales staff for their extra efforts at retail with the PM recall. SME presented a custom designed banner to this division in recognition of their support.

Over the race weekend, more than 80 Sales customers visited the Winston Suite.

Our Winston Select Top 10 hospitality area was successful amid "PM territory". Top Fuel driver Larry Dixon signed autographs for our smokers and produced the quote of the event .. When a PM employee blasted through our entrance and asked Larry Dixon if he knew he worked for PM, Larry responded "I support Winston because Winston supports drag racing"!

Other notables who participated in our Select 10 area signing autographs included Pro Stock driver Darrell Alderman and NHRA Chief Starter Buster Couch.

Race Results:

Cory McClenathan provided a third Top Fuel victory of the season for Joe Gibbs Racing beating Blaine Johnson in the finals. Funny Car driver, John Force, made it four for the season edging out K.C. Spurlock in the Finals. While Warren Johnson returned to winner's circle with his GM Performance Parts Oldsmobile Cutlass Pro Stock car. Davis Shultz also took home a win the Pro Stock Motorcycle category beating Steve Johnson.

Oldsmobile Springnationals, Columbus, OH:

Winners included the following:

Top Fuel	Scott Kalitta
Funny Car	Al Hofmann
Pro Stock	Steve Schmidt
Pro Stock Motorcycle	John Myers

Columbus provided the half-way mark of the season with the Winston Points standings as follows:

#1 Top Fuel	Cory McClenathan
#1 Funny Car	John Force
#1 Pro Stock	Warren Johnson
#1 Pro Stock Motorcycle	David Schultz

- **Winston Racing Series**

Members of the Winston Racing Series team conducted Winston Winners Club pack/premium exchange programs at Motordrome Speedway (6/16/95) in Smithton, PA and at Jennerstown Speedway (6/17/95) in Jennerstown, PA. Post cards inviting Winners Club members to the race (free admission with ten outer pack wrappers) were mailed 6 weeks prior to the events. Approximately 16,000 post cards were mailed and 309 Winners Club members responded to the mailing. Also, Club members were able to exchange Winston outer wrappers for Winston premium merchandise at both tracks. In total, 53,740 outer wrappers were collected from the weekend's events.

Winston Racing Series members traveled to Kil-Kare Speedway (6/23/95) and Columbus Motor Speedway (6/24/95) to conduct Winston Winners Club pack/premium exchange programs. The Kil-Kare event produced 41,050 wrappers (306 WWC members) while the event at Columbus produced 25,030 wrappers (161 WWC members) for a new WRS weekend record of 66,080 wrappers.

CAMEL

- **Smokin' Joe's Winston Cup Team**

Miller Genuine Draft 500: Dover, Delaware – This race started off well for Jimmy Spencer as he qualified 11th for Smokin' Joe's best qualifying effort of the season. Spencer ran in second place for better than 125 laps before the car developed handling problems. Later, a broken shock absorber would doom Smokin' Joe's hopes of a top ten finish. We hosted an honorary crew member on Sunday who had a very memorable experience being a part of the team.

UAW-GM Teamwork 500: Pocono, Pennsylvania – For the second straight week, the Smokin' Joe's team turned in a solid qualifying attempt. Jimmy Spencer was 13th quickest. However, early in the race, the motor gave way, and another solid car was loaded onto the truck for an early trip home. Once again, an honorary crew member said being a part of a Winston Cup team

was indeed one of the most memorable experiences of his life. He said it was a day he would never forget.

Miller Genuine Draft 400: Brooklyn, Michigan -- At Michigan, the Smokin' Joe's team was a strong qualifier again as Jimmy Spencer turned a lap on the two mile oval that placed him 13th among the field. With a solid run underway, Jimmy Spencer was involved in a crash started by another driver causing the Smokin' Joe's team to spend 26 laps in the garage. Dave Walrod, Chief Operating Officer of Seaway and Foodtown grocery stores, served as our honorary crew member.

- **Smokin' Joe's Winston Drag Team**

Virginia is for Lovers Nationals: Richmond, Virginia -- At Richmond, Home of Phillip Morris, we hosted two honorary crew members, Ron Reed of Miller Mart, and Frank Faulter of Faulter Wholesale. As for the on track performance, Jim Head qualified 13th in the Smokin' Joe's Top Fuel Dragster, but lost in the first round. On the Funny Car side, Gordie Bonin qualified 14th, but lost in the first round to John Force. Smokin' Joe's Funny Car driver Gordie Bonin attended a Ford Motor Company employee autograph session on June 15th, Nearly 10 thousand Ford Employees attended.

Oldsmobile Springnationals: Columbus, Ohio -- At Columbus, Jim Head had a solid qualifying effort finishing in 12th position. In eliminations, Head drew Mike Dunn and lost in the first round. Mike Dunn's margin of victory was three 1000ths of a second. The local sales team did an excellent job leveraging the Smokin' Joe's Team with 2 autograph sessions, a customer golf outing, a customer race, and three honorary crew members. (one from BP and two from Englefield Oil Company.)

- **Smokin' Joe's Unlimited Hydroplane**

SJR won the Evansville Freedom Festival race on June 25. Mark Tate drove around two boats including Miss Budweiser for a dominating victory. Earlier in the month SJR was fourth at the Gold Cup in Detroit after mechanical problems at the start. In Kansas City, Mark nursed an injured boat to a close runner-up finish.

Mark Tate assumes the driver points lead and is a close second for the individual boat championship.

SME entertained seventy-five (75) customers at Detroit. We were able to leverage race/event properties to a retail outlet-Hop In. Field Sales

successfully leveraged merchandise and promotional rights with the chain. In Kansas City and Evansville forty (40) customers from each region were entertained. In all three events an honorary crew member was utilized to help leverage retail productivity.

- **Superbike**

June was a perfect month for SJR. Miguel Duhamel won all six events entered. Events at Mid-Ohio, OH , Elkhart Lake, WI. and Loudon, NH were swept by Duhamel. He won all three 600cc Supersports and Superbike races. Teammate Mike Hale was successful in a SJR 1-2 sweep for the events at Mid-Ohio and Elkhart Lake, Unfortunately Mike was injured at Loudon and only participated in the Superbike competition finishing fifth with a broken rib and lung damage.

SJR is leading both championship points battles. Mike Hale is leading the Superbike championship with Miguel closely following. Miguel is leading the 600cc with Mike in second. To date SJR has won 83% of all races entered in 1995 (10 for 12).

SME was successful in entertaining one hundred sixty (160) customers during the three events and successfully leveraging an honorary crew member at all events.

The Loudon, NH event was a Camel sponsored event which was in conjunction with the Laconia Bike Rally (also with Camel participation and presence).

- **Consumer Event Marketing**

- The SME Consumer Event Marketing team has completed personal selling at 50 SME events to date, converting over 100,000 competitive smokers. This is slightly ahead of our goal.

1995 Motorsport Conversion Efforts (As Of 6/27/95)

Type of Event	'95 Goal	YTD Goal	YTD Actual	% Complete YTD
Cup	102,700	48,470	54,418	53%
Drag	34,575	17,130	18,801	54%
Hydroplane	10,980	6,180	5,345	49%
Superbike	11,700	7,380	5,358	46%
Racing Series	11,445	--	649	--
Motorcycle Rallies	22,850	15,302	15,302	67%
Show Car	3,600	--	852	24%
Total			100,725	

- **Event Promotions**

MAU

The MAU was operational at the following events during the month of June:

Winston Cup

Dover 6/3-6/4
Pocono 6/10-6/11
Michigan 6/17-6/18

Winston Drag

Richmond 6/3-6/4
Columbus 6/10-6/11

The MAU served as central location for conversion efforts at both Winston Cup and Winston Drag events. It also served as registration area for the Camel VIP Club at Winston Cup events. The Select Top 10 program was executed at the MAU at the Virginia is for Lovers Nationals in Richmond and the Oldsmobile Springnationals in Columbus.

Camel VIP Club

The Camel VIP Club racing package was implemented at the following events in June:

Winston Cup

Dover 6/4
Pocono 6/11
Michigan 6/18

Winston Drag

Columbus 6/11

Camel Hydroplane

Detroit 6/4

Camel Superbike

Loudon 6/18

These members bought tickets through our travel department and received a special welcome bag with Smokin' Joe's premiums. They also had the chance to win the opportunity to be an honorary crew member, pit tours and other Camel prizes. Also, members purchasing tickets for the drag race at Columbus and hydroplane race at Detroit were treated to a catered hospitality tent.

The Camel VIP Club hosted the 1st Annual Camel VIP Laconia Rally Ride during the Laconia Rally and Race Week. 100 members/guests reserved a place in the ride that started at rally headquarters and concluded at Gunstock Recreation Area. VIP members were treated to a lobster/clam bake with an afternoon of live entertainment and activities.

Camel Roadhouse Program

This program was executed in conjunction with the Bike Rally in Laconia, N.H., 6/14-6/17. The exhibit consisted of the following:

- Large Camel pyramid tent for live entertainment
- Premium store for product sales and Camel c-note exchange
- Boot shine booth
- Biker artist display tent
- APA pool player demonstration tent
- Free photo with the Camel Smoker Bike
- Smokin Joe simulator rides
- Pack exchange booth
- The Camel Roadhouse served as the central location for the conversion program

Winston Winners Club

The Winston Winners Club tent was executed at the Miller Genuine Draft 400 at Michigan, June 18. Members and their guests were treated to the following:

- Snacks, doughnuts, coffee and soft drinks
- Door prizes
- Pit tours for the first 100 members to enter the tent
- Guest appearance by Bobby Labonte.
- Free Winston match tin and a 1994 edition of The Winston Select driver poster

The Winston Winners Club tent is scheduled to be executed at 10 more events this season. The next event is the Slick 50 300 at Loudon, N.H. July 9.

The Winston Winners Club tested a race package with a hospitality tent at the OLDSMOBILE SPRINGNATIONALS NHRA Winston Drag Race in Columbus, Ohio on June 11th. 60 Members were treated to the following :

- Reserved seating
- Hospitality tent with catering throughout the day
- Door prize drawings
- Guest appearance by Pro-Stock Bike rider Steve Johnson
- Pit tours

Planning is in place to include this program as part of the Winston Winners Club activities at Winston Drag Races for 1996.

T. Wayne Robertson

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