
From: Powell, Mandy K. (Consumer Relations)
To: Eakes, Meg; Fulton, Chad; Griffin, Ann; Horton, Helen H.; Hunter, Robin S.; Joyce, Traci S.; Morris, Cheryl; Walkup, Donna F.; Wilson, Dean
CC:
BCC:
Sent Date: 9/22/2004 11:07:46 AM
Received 9/22/2004 11:07:47 AM
Date:
Subject: Spread The Word and get Eclipse coupons today!{F}
Attachments:

This email was sent today to 444,070 Eclipse smokers.

-----Original Message-----

From: bf-standard@reply-rjrt.com [mailto:bf-standard@reply-rjrt.com] On Behalf Of Eclipse Cigarettes
Sent: Wednesday, September 22, 2004 11:05 AM
To: Powell, Mandy K. (Consumer Relations)
Subject: Spread The Word and get Eclipse coupons today!

This e-mail is being sent to you since you indicated that you are a smoker 21 years of age or older and that you wanted to receive e-mails announcing special offers and news from R.J. Reynolds Tobacco Company's cigarette brands. It is intended for the addressee only and should not be forwarded.
<<http://clickthru.rjrt.com/tmo/31775/456070219>>

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

MENTHOL BOX: 4 mg. "tar", 0.1 mg. nicotine, **BOX:** 5 mg. "tar", 0.1 mg. nicotine, av. per cigarette by FTC method, as modified by RJRT to accommodate the unique design of Eclipse. For more product information, visit www.rjrt.com
<<http://clickthru.rjrt.com/u/31776/456070219>> .

Offer restricted to smokers 21 years of age or older.

Do not respond by clicking reply. Your email will not be delivered.
Please see below for ways to contact us.

<http://click.rjrt.com/eclipse/email00549/images/sep_v1.gif>

<http://click.rjrt.com/eclipse/email00670/images/Sept_01.jpg>

<http://click.rjrt.com/eclipse/email00670/images/Sept_02.gif>

MANDY, know an adult friend who smokes? This could make their day and yours.

<http://clickthru.rjrt.com/u/31777/456070219?action=ecl_sgs%5E456070219%5E13326%5E00001%5E27021> Click here to print out our Eclipse Get-Acquainted Form. Give the form to an adult-smoker friend, and when he or she fills it out and returns it, we'll send them an introductory coupon. For being such a good friend you will receive a \$4 off coupon for each friend you refer* (limit 3). Just remember to tell your friends that Eclipse...

May present less risk of certain smoking-related diseases | Produces no ashes
Reduces secondhand smoke by 80% | Leaves no lingering odor

<http://click.rjrt.com/eclipse/email00670/images/Sept_05.jpg>

The difference is worth discovering. Look for additional coupons in your US mailbox.

*Must Meet Eligibility Requirements. See Form for Details.

<<http://click.rjrt.com/eclipse/email00670/images/spacer.gif>>

<http://click.rjrt.com/eclipse/email00549/images/sep_v1.gif>

P. S. We hope you enjoyed receiving this message. Click

<<http://clickthru.rjrt.com/u/31781/456070219?p=456070219133260067000001>> here if you do not want to receive future e-mails from R.J. Reynolds Tobacco Company (this will not affect offers sent to you from R.J. Reynolds Tobacco Company through regular U.S. mail).

To change your e-mail address, please visit <http://email.rjrt.com>

<<http://clickthru.rjrt.com/u/31782/456070219>> .

If you want to contact us, please go to the brand website and send an email or call 1-800-372-9300.

456070219,807997,13326,00001

MANDY POWELL

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