



Mark S. Hirsch
Regional Operations Manager
311 Consort Drive
Manchester, MO 63011
314-391-4197 (Office)
314-527-7717 (Fax)

November 1, 1997

TO: All Field Sales Representatives

SUBJECT: Winston December CTS Onsert Promotion (527153)

Attached is a spreadsheet for the above mentioned promotion sorted by Sales Representative or Retail Representative Assignment where the store resides. Selection of these outlets were made by Sales Representatives and Account Managers with selling responsibility for the account. Task requests or chain authorizations will be forwarded to Retail Representatives in the near future from the appropriate Sales Representative or Account Manager.

Point of Sale Kits (Item #527150) to support this program, will be shipped to the Retail Representatives (or Sales Representative in cases where there was not a Retail Representative assigned to the account is SIS). Each Retail Representative will receive 2-3 skus of onserts over and above the allocation indicated on the onsert spreadsheet. These can be placed during normal coverage on additional Winston inventory, preferably in Cigarette Outlet Accounts.

There are no coupons associated with this program. Any price reduction required will be communicated to Retail Representatives via Task Request Forms. Utilize "onserts" to support Brand Equity associated with this program. Display activity must be reported via the poqet or laptop as outlined in the Fourth Quarter Work Plan Document (page 12). Displays to support this program should be ordered as needed.

If you have any questions about this program, please consult your local manager.

Sincerely,

Mark

Mark S. Hirsch

MSH/br

cc: KAM/AM/DM/RM
CVHD
McClure
Bischoff

53001 7258