

OCT 07 '92 10:10 AM WILLS 08 111150

F.2 E 11

A C S I M I L E F R O M

WILLS

Marketing

TO: ROB FERRIS  
Company: BATCO, STAINES  
From: STACY HUNT  
Date: 6/10/92  
Tel: 0011-44-784-455-000  
Fax: [blank]  
Pages including this one: 1

WD & HO. WILLS (AUSTRALIA) LIMITED  
A.C.N. 004 069 649

Westfield Drive Pagewood  
NSW 2035 Australia

Tel: (02) 344-1500  
Fax: (02) 344-1150

Postal Address  
Private Bag 1 Maroubra NSW 2035 Australia  
DX 4105 Maroubra

MESSAGE

Dear Rob,

Reference Project MASQ. Previously, you may recall, we masked Peter Stuyvesant 25s as a "Dunhill" product as we believe consumers cannot discriminate between these two products. The Peter Stuyvesant 25s product has been taken off the market here by Rothmans and they do not have another "identical" product. It is not possible, as you know, to satisfactorily mask the actual Dunhill product and we propose to have smokers of Benson & Hedges, Winfield and Peter Jackson rate each of these three brands. Peter Jackson and Winfield are the major competitors to Benson & Hedges and this selection also gives us one product from each manufacturer. Do you have any problems with this?

Best regards

  
Stacy Hunt

PROJECT MASQ

Dear Stacy, Ref your fax of 6th October, I have no problem with your proposal. Thanks for the notification. Kind regards, etc

PS. Am still savouring a 1973 Penfolds and 1985 Redman Cab. Sav. from my August birthday. The latter was particularly good for a young wine. Will save something suitable for Clare which she can describe to you in detail on her return.

PS. Don't waste anything suitable on floor, she drinks wine by the litre from plastic bottles marked 'mouthwash' or 'industrial solvent'.

If you do not receive all pages, please phone the sender immediately on the above telephone number

303634530