

Last year we brought it home,
this year we're taking it on the road...



52393 8097

- **10 city tour**

Charlotte, Nashville, Orlando, Jacksonville, Cleveland,
Cincinnati, Buffalo, Landover, Dallas, Houston

- **Nationally recognized event/acts**

George Strait, Tim McGraw, Martina McBride,
Kenny Chesney, Mark Chesnut

- **Exclusive cigarette brand exhibitor**

- **Largest and most "Jampacked"
tent in "Straitland"**

Objectives:

**Multiply the business effect
of the Celebration Tour by:**

- **tangibly demonstrating
Doral's positioning**
- **generating new and viable names**
- **driving awareness and
trial of the PTBS product**

Goals:

- **55,000 new names
(5,500/event)**
- **55,000 PTBS product trials**
 - **9,000 Doral & Co.
franchise attendees
(3x Tobaccoville Celebration)**
- **60% awareness among
Doral & Co. franchise
(900m + invitations)**

GEORGE STRAIT

Country Music Festival

SCHEDULE

CITY	CELEBRATION DATE
Charlotte	Saturday, April 29
Nashville	Sunday, April 30
Orlando	Saturday, May 13
Jacksonville	Sunday, May 14
Cleveland	Saturday, May 20
Cincinnati	Sunday, May 21
Buffalo	Saturday, June 3
Landover, MD	Sunday, June 4
Dallas	Saturday, June 10
Houston	Sunday, June 11

Dates are subject to change.

Doral Jampacked Celebration Tent Open from 11:00 a.m. to 7:00 p.m.

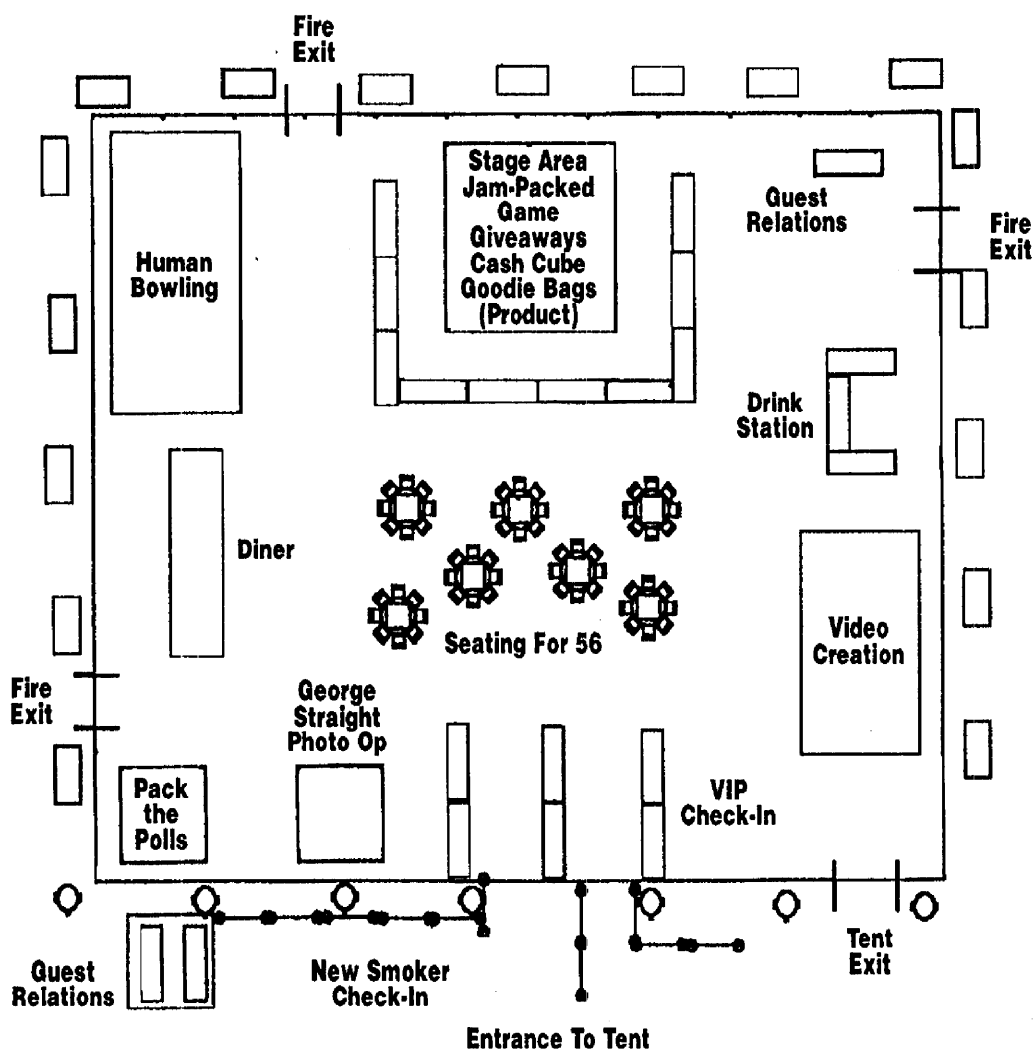
Festival performances between 1:00 p.m. and 11:00 p.m.

For more information about the George Strait Country Music Festival,
log on to www.georgestrait.com



52393 8101

The Doral Jampacked Tent in Straitland



52393 8102

V.I.P. TREATMENT

YOU'RE INVITED TO GET

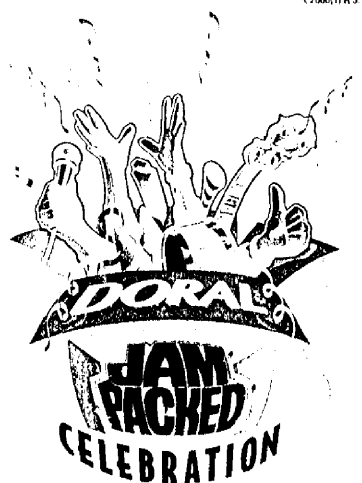


© 2000 R.J. REYNOLDS TOBACCO CO.

Register Here To Be Our V.I.P. GUEST

Just complete the registration form after you've
purchased tickets, send it in, and wait for your
V.I.P. Confirmation Kit to arrive.

We'll look forward to seeing you!



Doral Full Flavor 15 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

BULK MAIL PERMIT NO 359 RICHARDSON, TX

POSTAGE WILL BE PAID BY ADDRESSEE

ATTN DEPT X00

DORAL & CO.

PO BOX 834054

RICHARDSON, TX 75083-9452



WE'RE TAKING THE DORAL CELEBRATION on the road.

For the last 5 years, Doral & Co. members have had a blast partying at our annual Celebrations. And, this year, the Celebration's gotten even bigger and better. It's really 10 JAMPACKED Celebrations!

We'll be tagging along with the George Strait Country Music Festival to 10 cities across America for a full day of concert fun with George and his friends Martina McBride, Tim McGraw, Kenny Chesney and more.

There'll be a gigantic Doral tent packed with plenty of fun, games and great prizes. And, as our special guest, you can get the V.I.P. treatment.

Jampacked Celebration Phone Lines open March 8 at 11:00 a.m. (Eastern daylight time)

*PARTICIPANTS AND THEIR GUESTS MUST BE 21 YEARS OF AGE OR OLDER TO BE A PART OF THE DORAL JAMPACKED CELEBRATION.

GEORGE STRAIT

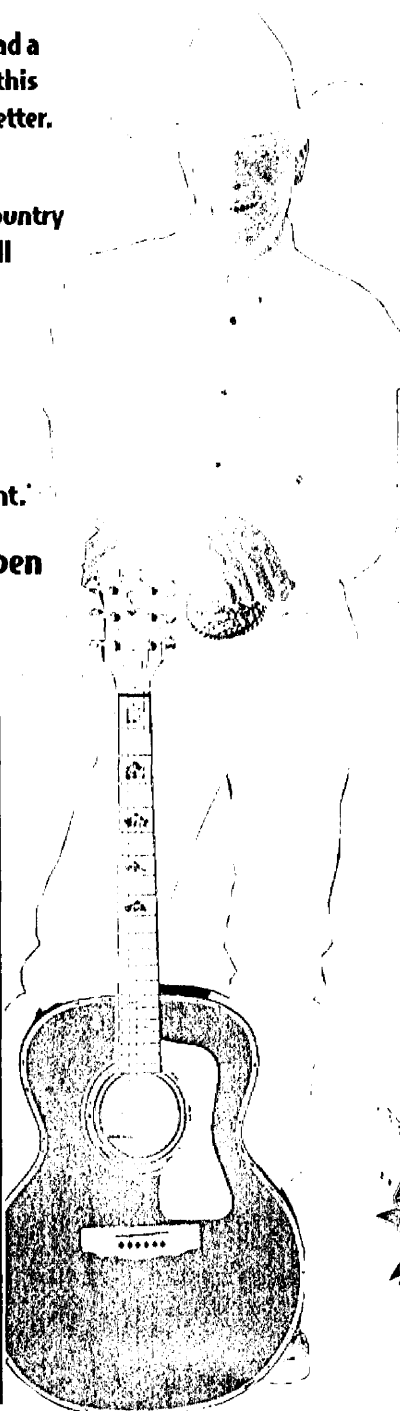
Country Music Festival

SCHEDULE

CITY	CELEBRATION DATE	TICKETS GO ON SALE	TICKETMASTER PHONE
Charlotte	Saturday, April 29	Saturday, March 11	1-704-522-6500
Nashville	Sunday, April 30	Saturday, March 18	1-615-255-9600
Orlando	Saturday, May 13	Saturday, April 1	1-407-839-3900
Jacksonville	Sunday, May 14	Saturday, April 1	1-904-353-3309
Cleveland	Saturday, May 20	Saturday, April 1	1-216-241-5555
Cincinnati	Sunday, May 21	Saturday, April 8	1-513-562-4949
Buffalo	Saturday, June 3	Saturday, April 15	1-716-852-5000
Landover, MD	Sunday, June 4	Saturday, April 15	1-410-481-7328
Dallas	Saturday, June 10	Saturday, April 29	1-214-373-8000
Houston	Sunday, June 11	Saturday, April 29	1-713-629-3700

Dates are subject to change.

Doral Jampacked Celebration Tent Open from 11:00 a.m. to 7:00 p.m. Festival performances between 1:00 p.m. and 11:00 p.m. For more information about the George Strait Country Music Festival, log on to www.georgestrait.com



2 EASY WAYS TO BE A DORAL JAMPACKED CELEBRATION V.I.P.

1. BE ONE OF THE FIRST 150 CALLERS IN YOUR FAVORITE CITY AND GET FREE TICKETS TO THE GEORGE STRAIT COUNTRY MUSIC FESTIVAL!

- Have your PID# ready: XXXXXXXXXX
- Be one of the first 150 smokers to call **1-800-622-1211 at 11:00 a.m. (EDT) on Wednesday, March 8, 2000.**
NOTE: You must call from a TouchTone phone.
- Enter your PID# (from the pink box above).
- Select your Celebration city of choice and punch in its number.
- You'll find out right away if you get 2 **FREE** Tickets!

— OR —

2. BUY YOUR TICKETS TO THE GEORGE STRAIT COUNTRY MUSIC FESTIVAL AND JOIN US AS OUR V.I.P. AT THE JAMPACKED CELEBRATION TENT.

- Order your tickets to the George Strait Country Music Festival as soon as they go on sale (see the concert schedule below).
- Complete the Doral V.I.P. Registration Form attached.
- Mail it back to us to receive your Doral V.I.P. Confirmation Kit.



BE OUR V.I.P. GUEST!

JUST COMPLETE THE CARD BELOW AND DROP IT IN THE MAIL.

OFFER RESTRICTED TO SMOKERS 21 YEARS OF AGE OR OLDER.
If your name and/or address is not printed correctly, please make corrections.

- 1 Complete all questions.
- 2 Check the city in which you purchased tickets from Ticketmaster and would like to be our V.I.P. Guest. (You may select more than one if you have tickets.)
☐ Charlotte ☐ Nashville ☐ Orlando ☐ Jacksonville ☐ Cleveland
☐ Cincinnati ☐ Buffalo ☐ Landover, MD ☐ Dallas ☐ Houston
- 3 Are you bringing a guest? (Limit one guest per person) ☐ Yes ☐ No
Please list their name: _____
- 4 Your V.I.P. Registration Form must be received:
 By Wednesday, April 5, for Charlotte & Nashville
 By Saturday, April 15, for Orlando & Jacksonville
 By Saturday, April 22, for Cleveland & Cincinnati
 By Saturday, May 6, for Buffalo & Landover, MD
 By Saturday, May 13, for Dallas & Houston

6 REGISTRATION WILL NOT BE PROCESSED WITHOUT SIGNATURE AND BIRTHDATE.

What is your birthdate? _____ Today's date? _____

Month Day Year Month Day Year

I certify that I am a smoker, that I am 21 years of age or older, and that I want to receive offers, premiums, coupons, or cigarettes that may be sent to me in the future. I understand that giving false information in order to get these offers may constitute a violation of law.

Signature (print name) _____ First _____ Middle _____ Last _____

*YOU MUST PURCHASE TICKETS TO THE GEORGE STRAIT COUNTRY MUSIC FESTIVAL TO ATTEND THE DORAL JAMPACKED CELEBRATION.

*PARTICIPANTS AND THEIR GUESTS MUST BE 21 YEARS OF AGE OR OLDER TO BE A PART OF THE DORAL JAMPACKED CELEBRATION.

52393 8104

P.O. Box 834039
Richardson, TX 75083-4039

Change Service Requested

52393 8105

PSRT STD
U.S. POSTAGE
PAID
R.J. REYNOLDS
TOBACCO CO.



Doral & Co. Exclusive: YOUR V.I.P. INVITATION

INSIDE:
**GEORGE
STRAIT**
Country Music Festival
TICKET GIVEAWAY

To remove your name from our mailing list, send your mailing label to:
Mailing List, P.O. Box 345, Winston-Salem, NC 27102-0345. Or call 1-800-665-6381.

Lori Schamay

MAILING RESTRICTED TO SMOKERS 21 YEARS OF AGE OR OLDER.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

52393 8106

WE'RE TAKING THE **DORAL CELEBRATION** ON THE ROAD...

**AND A SPECIAL CELEBRATION PREVIEW WILL BE MONDAY, FEBRUARY 14th.
10th FLOOR DINING ROOM, AT 1:00 PM. WE LOOK FORWARD TO SEEING YOU THERE.**