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**From:** BFADMIN@rjrt.com  
**To:** Jennings, Cary D.  
**CC:**  
**BCC:**  
**Sent Date:** 12/1/2005 7:00:40 AM  
**Received Date:** 12/1/2005 7:00:41 AM  
**Subject:** MARKETING Email Summary - WSIWEBBF1  
**Attachments:**

CORPORATE - E00001\_07990\_241 - R.J. Reynolds Tobacco Company E-mail Confirmation

Date:2005:11:30 Sent:37980 Opened:8465 OpenRate:22.3% Bounced:6301  
BounceRate:16.6%

LINK TOTAL UNIQUE RATE

EMAIL 1 1 0.0

EMAIL 80 50 0.1

OptOut 2 1 0.0

OptOut 1059 1001 2.6

RJRTTARNIC 1 1 0.0

RJRTTARNIC 144 128 0.3

SALEM - E00541\_12393\_042 - Welcome to Salem's World of Sensation

Date:2005:11:30 Sent:921 Opened:181 OpenRate:19.7% Bounced:83  
BounceRate:9.0%

LINK TOTAL UNIQUE RATE

EMAIL 0 0 0.0

LOGON 2 2 0.2

LOGON 42 33 3.6

OptOut 0 0 0.0

OptOut 7 6 0.7

PASSWORD 17 16 1.7

RJRTTARNIC 1 1 0.1

ECLIPSE - E00711\_13983\_020 - Thanks For Registering With Eclipse Cigarettes

Date:2005:11:28 Sent:405 Opened:87 OpenRate:21.5% Bounced:35  
BounceRate:8.6%

LINK TOTAL UNIQUE RATE

EMAIL 0 0 0.0

LOGON\_ECL 1 1 0.2

LOGON\_ECL\_BBS 3 1 0.2

LOGON\_ECL\_COUPON 8 7 1.7  
LOGON\_ECL\_LOCATOR 1 1 0.2  
LOGON\_ECL\_SGS 0 0 0.0  
OptOut 0 0 0.0  
OptOut 4 4 1.0  
RJRT 1 1 0.2

CAMEL - E00799\_14493\_019 - It was great meeting you!  
Date:2005:11:28 Sent:1691 Opened:285 OpenRate:16.9% Bounced:231  
BounceRate:13.7%  
LINK TOTAL UNIQUE RATE  
EMAIL 0 0 0.0  
LOGON 12 11 0.7  
MY\_SMOKERS\_RIGHTS 0 0 0.0  
OptOut 0 0 0.0  
OptOut 3 3 0.2  
PASSWORD 20 18 1.1  
RJRTTARNIC 1 1 0.1

WINSTON - E00921\_15540\_001~01 - WIN \$5,000 with Winston Poker: Holiday  
Bonus - Enter Now!  
Date:2005:11:29 Sent:245843 Opened:15750 OpenRate:6.4% Bounced:7497  
BounceRate:3.0%  
LINK TOTAL UNIQUE RATE  
EMAIL 112 68 0.0  
LOGON 119 71 0.0  
LOGON\_POKER 4342 3317 1.3  
LOGON\_SEEPS\_RULES 322 275 0.1  
MY\_SMOKERS\_RIGHTS 101 68 0.0  
OptOut 5 3 0.0  
OptOut 454 376 0.2  
RJRT 176 143 0.1

WINSTON - E00921\_15540\_001~02 - WIN \$5,000 with Winston Poker: Holiday  
Bonus - Enter Now!  
Date:2005:11:29 Sent:245843 Opened:15424 OpenRate:6.3% Bounced:7347  
BounceRate:3.0%  
LINK TOTAL UNIQUE RATE  
EMAIL 127 75 0.0  
LOGON 112 73 0.0  
LOGON\_POKER 4341 3383 1.4  
LOGON\_SEEPS\_RULES 294 246 0.1  
MY\_SMOKERS\_RIGHTS 106 73 0.0  
OptOut 3 2 0.0  
OptOut 482 383 0.2  
RJRT 148 122 0.0

WINSTON - E00921\_15540\_001~03 - WIN \$5,000 with Winston Poker: Holiday Bonus - Enter Now!

Date:2005:11:29 Sent:245843 Opened:28332 OpenRate:11.5% Bounced:7686 BounceRate:3.1%

LINK TOTAL UNIQUE RATE

EMAIL 101 73 0.0

LOGON 204 150 0.1

LOGON\_POKER 10806 8400 3.4

LOGON\_SEEPS\_RULES 758 643 0.3

MY\_SMOKERS\_RIGHTS 114 88 0.0

OptOut 8 6 0.0

OptOut 408 340 0.1

RJRT 292 261 0.1

WINSTON - E00921\_15540\_001~04 - WIN \$5,000 with Winston Poker: Holiday Bonus - Enter Now!

Date:2005:11:29 Sent:245839 Opened:22538 OpenRate:9.2% Bounced:7500 BounceRate:3.1%

LINK TOTAL UNIQUE RATE

EMAIL 65 56 0.0

LOGON 132 101 0.0

LOGON\_POKER 7333 5714 2.3

LOGON\_SEEPS\_RULES 528 484 0.2

MY\_SMOKERS\_RIGHTS 128 86 0.0

OptOut 16 6 0.0

OptOut 491 409 0.2

RJRT 233 202 0.1

Notification Sent To: BAKERR,JENNINC,DOSSS,HANEYR,DUKESF