

Lorillard

A DIVISION OF LOEWS THEATRES INC. • 666 FIFTH AVENUE, NEW YORK, N.Y. 10103 • (212) 841-8500 • CABLE LORILLARD

April 27, 1983

Ms. Helen Gremillion
500 Parent Street
New Roads, LA 70760

Dear Ms. Gremillion:

Thank you so much for your interest in Satin cigarettes. We are terribly sorry you had difficulty reaching our toll free number for free Satin cigarettes and a Satin pouch. The response to this offer was so overwhelming that inspite of our having close to 500 operators answering calls around the clock, there were still busy signals!

I have personally added your name to receive our Satin offer, which will arrive as soon as possible. In the meantime, I'm enclosing a coupon packet for Satin valued at \$2.35.

I know you'll enjoy the smooth, silky taste of Satin, and I thank you for your understanding and patience.

Sincerely,

Mary Anne Kayiatos

Mary Anne Kayiatos
Satin Brand Manager

MAK:be

91616855