

**1996 Retail Partners  
Proposed A**

**DAY & NIGHT FOOD STORES  
GAS CONVENIENCE  
Pack Outlet  
Self Service**

*Number of Stores:* 19  
*RJR Volume (Per Week / Per Store):* 60  
*Proposed Merchandising/Presence:* Level 3  
*Proposed Retail Accrual Program:* Level 3

**Annual Dollars**

	<u>Proposed (A)</u>	<u>+1 Volume Grid</u>	<u>-1 Volume Grid</u>
<b><u>Per Store</u></b>			
<b>Merchandising / Presence Program</b>	<b>\$2,880</b>	<b>\$3,180</b>	<b>\$2,700</b>
<b>Retail Accrual Program (No Match)</b>	<b>\$816</b>	<b>\$960</b>	<b>\$696</b>
<b>WorkPlan</b>	<b>\$500</b>	<b>\$500</b>	<b>\$500</b>
<b>Discounting</b>			
<i>Full Price</i>	<b>\$686</b>	<b>\$835</b>	<b>\$606</b>
<i>Savings</i>	<b>\$936</b>	<b>\$1,139</b>	<b>\$827</b>
<b>Value of Partnership (Per Store)</b>	<b>\$5,818</b>	<b>\$6,614</b>	<b>\$5,329</b>
<b><u>Total All Stores</u></b>			
<b>Merchandising / Presence Program</b>	<b>\$54,720</b>	<b>\$60,420</b>	<b>\$51,300</b>
<b>Retail Accrual Program (No Match)</b>	<b>\$15,504</b>	<b>\$18,240</b>	<b>\$13,224</b>
<b>WorkPlan</b>	<b>\$9,500</b>	<b>\$9,500</b>	<b>\$9,500</b>
<b>Discounting</b>			
<i>Full Price</i>	<b>\$13,042</b>	<b>\$15,867</b>	<b>\$11,520</b>
<i>Savings</i>	<b>\$17,784</b>	<b>\$21,637</b>	<b>\$15,709</b>
<b>Total Value of Partnership</b>	<b>\$110,550</b>	<b>\$125,664</b>	<b>\$101,253</b>
<b>RJR Cents / Per Carton</b>	<b>\$1.86</b>		

53047 5977