

TO: Field Sales Force
FROM: W. A. Iler/Sales Promotions and Communications
SUBJECT: October 1996 Monthly Sales Plan

DATE: July 16, 1996

October's planner includes an array of colorful promotions to harvest additional business in 1996.

Marlboro continues building on the success of September's Unlimited B3G1F pack promotion in October. Virginia Slims is back with the popular "Book of Days" promotion in both pack and carton versions. Benson & Hedges Menthol returns with Wave 2 of its refreshing Metro pack account promotion. In Discount you have: 1) Your Basic "Freebie" B2G1F for Special Opportunity Stores, 2) A select market Cambridge B2G1F pack promotion for pack outlets, and 3) A Dave's test market B2G1F pack promotion with a timely bounceback offer for smokers.

Retail stores continue to be important locations for us to "talk to" smokers. PM's brands have joined together to construct a new longer-term approach to improve our visibility at retail. October will mark the first month of a fourth quarter initiative to improve "the look" of our POS. Details will arrive under separate cover. Keep "the Look" out, or in, as the case may be.

Marlboro

The Marlboro Unlimited "Buy 3 Packs Get 1 Free" offer remains on track in October. Key station stops are: 1) Wholesale - all product should be out of wholesale and at retail by October 11, 1996, and 2) Retail - all product should be on display with supporting POS signage throughout October. Keep the B3G1F going and keep on tracking!

Outstanding Premium Brands

Virginia Slims announces its all new 1997 "Book of Days" promotion in two exciting versions. In carton outlets, the 1997 "Book of Days" is free with a carton purchase. An innovative new offer is the "Mini Book of Days" for smokers who shop in pack outlets. This promotion offers smokers an Oct-Dec "Mini Book of Days" calendar with a 2-pack purchase, and a bounceback offer for a free 1997 "Book of Days" with 15 pack UPCs -- great for planning one's holiday shopping. You know, "It's a woman thing!" We've advanced availability dates for Slim's material to get to market early, so check your fact sheets carefully.

Benson & Hedges Menthol returns in October with the "Free Key Chain/Bottle Opener with 1 Pack Purchase" promotion from September.

Player's Navy Cut takes its "Buy 3 Packs, Get a Free T-Shirt" promotion to wholesalers for SBO placements.

Discount Brands

Basic leads our B2G1F pack promotions for October. "Your Basic Freebie" promotion returns for Special Opportunity Stores (SOS). Check with your management for the stores in your area on the list. Cambridge will also offer a B2G1F pack promotion in select markets. Diners get ready!

Dave's will also field an October B2G1F pack promotion in test markets. An added feature will be a bounceback offer for a Dave's clock. Now that's timely.

That completes our October-fest of promotions. Get the Marlboro Unlimited B3G1F to retail, book retailers for the "Book of Days" and light up the discount business with B2G1F's from Basic, Cambridge and Dave's. Harvest business growth in October. November's next!

A LOOK AHEAD

Coming For November

- | | |
|---|---------------------------------------|
| - Marlboro Menthol B2G1F - Select Markets | - Basic B2G1F SOS Initiative |
| - Marlboro Fixture Graphics | - Basic Menthol SBO B2G1F/B1G Lighter |
| - Parliament 50¢ Off 2 Packs | - Cambridge B1G1/2F - Carton |
| - VS B2G1F - Select Markets | - Cambridge Price Promotion |
| - Basic Flashlight with 2 Packs | - Alpine B2G1F - Select Markets |
| - Basic Tool Kit with Carton | - Player's Navy Cut B1G1F |

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