

RECOMMENDED PROMOTIONAL INDICATOR / VAP GUIDELINES

FULL PRICE ① Winston ② Camel

MARLBORO FAMILY WKLY. CTN. VOLUME	* ESTIMATED ACCOUNT TOTAL WEEKLY VOL.	RECOMMENDED # OF PROMO. SKU'S/MONTH
20 - 40	61 - 123	1
41 - 60	124 - 184	2
61 +	185 +	3

* ESTIMATE BASED UPON MARLBORO'S Y.T.D. AUG./95 SHARE OF MARKET IN CONVENIENCE/GAS OUTLETS (32.55)

FULL PRICE MENTHOL ③ Salem

TOTAL KOOL, & NEWPORT FAMILY WKLY. CTN. VOLUME	* ESTIMATED ACCOUNT TOTAL WEEKLY VOL.	RECOMMENDED # OF PROMO. SKU'S/MONTH
5 - 10	60 - 120	1
11 - 15	121 - 180	2
16 +	181 +	3

* ESTIMATE BASED UPON KOOL, & NEWPORT'S Y.T.D. AUG./95 SHARE OF MARKET IN CONVENIENCE/GAS OUTLETS (8.35)

SAVINGS ④ Doral

CAMBRIDGE,BASIC, GPC,MONTCLAIR TOTAL WEEKLY CTN. VOLUME	* ESTIMATED ACCOUNT TOTAL WEEKLY VOL.	RECOMMENDED # OF PROMO. SKU'S/MONTH
10 - 15	85 - 127	1
16 - 20	128 - 170	2
21 +	171 +	3

* ESTIMATE BASED UPON CAMBRIDGE, BASIC, GPC, AND MONTCLAIR Y.T.D. AUG./95 SHARE OF MARKET IN CONVENIENCE/GAS OUTLETS (11.77)

RECOMMENDED PROMOTIONAL INDICATOR / VAP GUIDELINES

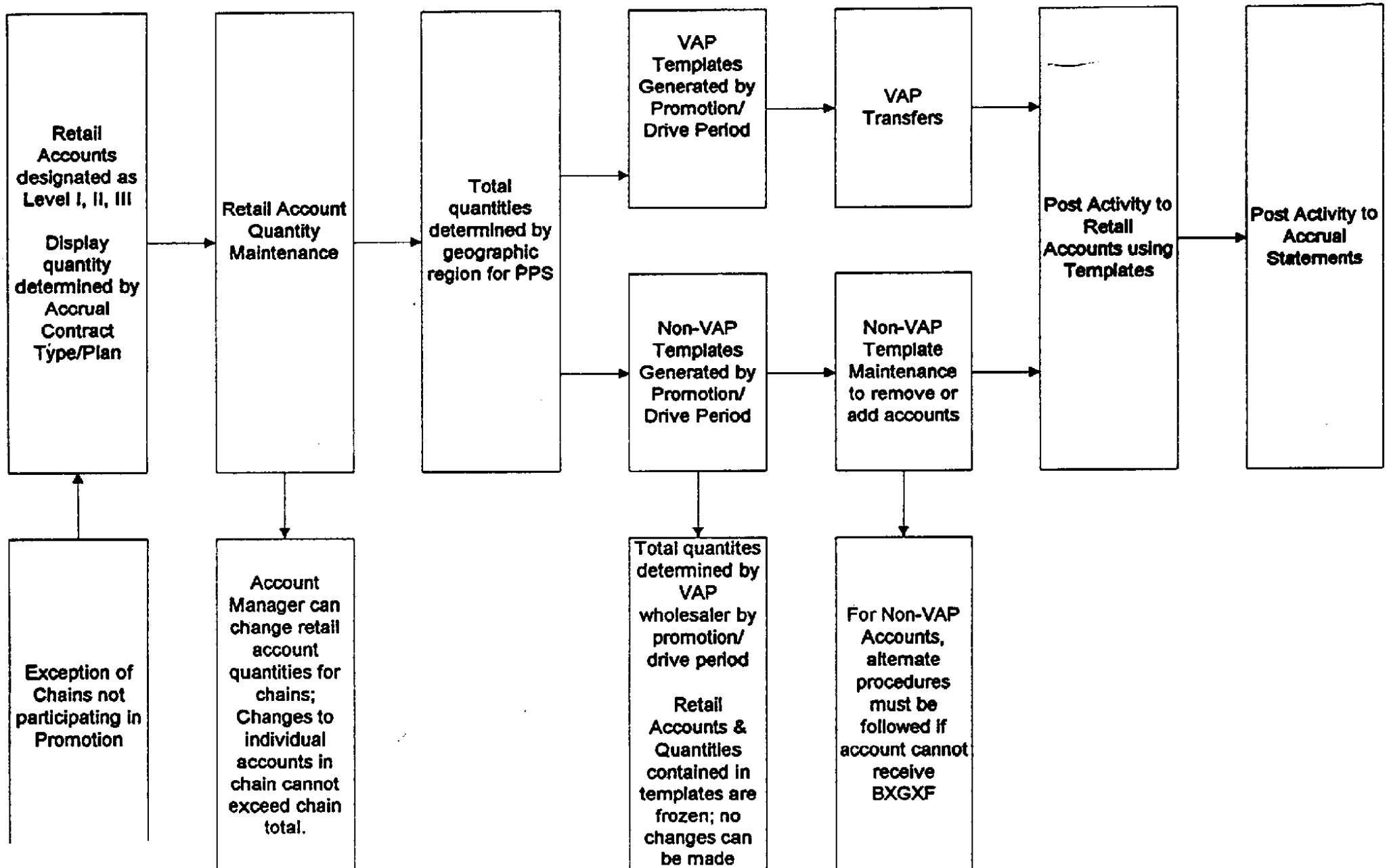
GUIDELINES

- * SHOULD ONLY BE UTILIZED IN MONTHLY PACKAGE OUTLETS WHERE WE CAN AND WANT TO PROMOTE (A CALLS 12 - 24 FREQUENCY), 100+ C.P.W. INDUSTRY VOLUME.
- * EXCLUDE ALL P.M. EXCLUSIVE CALLS.
- * WOULD ONLY BE UTILIZED TO ALLOCATE NATIONAL MONTHLY PROMOTIONS, AND TO REALLOCATE (AS NECESSARY) CHAIN PARTNER PROMOTIONS DUE TO VOLUME/OPPORTUNITY VARIATIONS BY STORE.

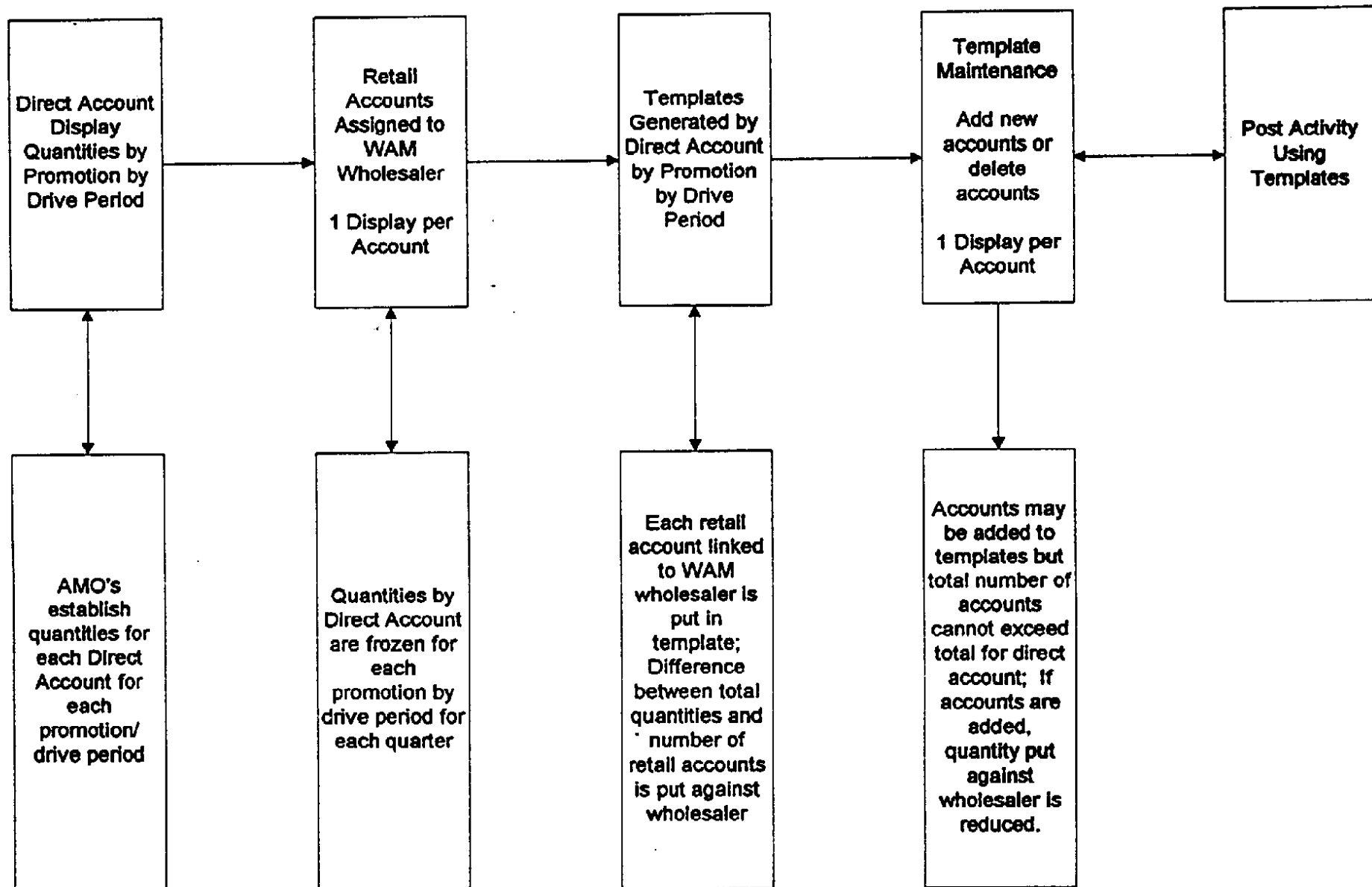
ADVANTAGES

- * EASY FOR REPS. TO UNDERSTAND AND TO GATHER INFORMATION AT RETAIL
- * AIM INFORMATION CAN BE UTILIZED IN MAJORITY OF CHAINS TO SET UP INDICATORS
- * BETTER LINES UP PROMOTIONAL RESOURCES AGAINST WHERE OUR PRIMARY COMPETITOR 'S CONSUMERS ARE BUYING THEIR PRODUCT
- * NEGATES THE EFFECT SAVINGS BRANDS HAVE ON OVERALL VOLUME WHEN TOTAL STORE VOLUME IS UTILIZED AS A METHOD FOR ALLOCATING FULL PRICE PROMOTION RESOURCES
- * ADDRESSES 52.67% OF THE BUSINESS IN CONVENIENCE/GAS OUTLETS
- * HIGHER SKU QUANTITIES IN HIGHER VOLUME COMPETITIVE OUTLETS ASSISTS RJR IN BUILDING A "BIG BRAND PRESENCE" WITH LARGER DISPLAY SIZES AND PROMOTIONAL QUANTITIES

PARTNERS PROMOTIONS EXECUTION



WAM PROMOTIONAL EXECUTION



NATIONAL PROMOTION EXECUTION

