

Lorillard
MEMORANDUM

January 31, 1995

To: P. J. McCann G. Brooks
G. Telford B. McGee
J. J. Tatulli P. Coronna
D. R. Bodenheimer J. Mazzucco
N. P. Ruffalo S. Struckert
A. Preddy

From: K. A. Sparrow

Subject: PRODUCT INFORMATION -- Promotion Product Meeting
Minutes

Attached is a composet of our meeting of January 17, 1995.
Please review and contact me with any questions or comments.

I would like to extend my thanks to everyone for a very
informative and productive meeting.

The importance of the promotional product system cannot be
overstated. Let us all strive to continue to improve at all
levels.

Let's meet again in April for a quarterly review.

Thanks again.

K.A.S.
K. A. S.

/sd

cc: M. L. Orlowsky
R. B. Spell

PROMOMTG

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