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MAY 15 1975

ALEXANDER HOLTZMAN

# PHILIP MORRIS

U.S.A.

100 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 679-1800

May 12, 1975

Mr. Frank Brautigam  
Brautigam Florists  
4020 North Central  
Chicago, Illinois 60634

Dear Frank:

The purpose of this letter is to confirm an agreement between Philip Morris Inc. and Brautigam Florists to fulfill the Virginia Slims Flower promotion per the outline in this letter.

During the period of August 15, 1975 to December 15, 1975, consumers will be offered the opportunity to send flowers to any person of their choosing anywhere in the continental United States (excluding Hawaii, Alaska and Puerto Rico). The offer will be for one dozen daisies costing \$7.50, including delivery. The consumer will send a coupon plus check or money order to the following address in Cincinnati:

Virginia Slims Flowers  
P.O. Box 25125  
Cincinnati, Ohio 45225

The redemption house will, in turn, mail you a list of names which will have the following information:

- a. The person to whom the flowers are to be delivered
- b. His name, address, city, state and zip code
- c. The sender's name, and
- d. Date flowers are to be delivered.

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Mr. Frank Brautigam

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You will then make the necessary arrangements to have the daisies (no substitutions) delivered to the designated recipient along with a card and the sender's name, typed in script, on the card. We will supply you with cards at the beginning of the promotion; you will type the sender's name on the card. You will then send (via mail) the necessary instructions to get the flowers delivered on the date specified, plus a check issued by you to the local florist to cover his costs. You will also, of course, include in your instruction to the local florist the name and address of the recipient, as well as the correct card with the sender's name.

You will guarantee delivery of all flowers on the dates specified by the sender, with the exception of Sundays and holidays. In the event of non-delivery or delivery on the wrong date, you will assume responsibility for the mis-delivery. You will not bill us for daisy orders that are not complied with.

As soon as the promotion is completed, you will bill us at \$7.50 for each delivered order, enclosing invoices with verification of delivery by the local florist along with each invoice. Please send the bill to me at the Philip Morris address.

If the foregoing correctly sets forth our understanding, please sign where indicated below and return one signed copy to me.

I look forward to working with you in this promotion for Virginia Slims. If you have any questions regarding this promotion, please contact either Bill Engelbrecht or myself.

Sincerely,



Richard Wm. Gumz  
Assistant Brand Manager  
Virginia Slims

RWG/ar

cc: T.R. Keim  
J.J. Morgan  
W.D. Engelbrecht  
C.C. Hutcheson  
J.G. Oates  
A. Holtzman

AGREED TO AND ACCEPTED BY:

\_\_\_\_\_  
Mr. Frank Brautigam

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