

Date: December 22, 1993
To: Distribution
From: Barbara D. Brown
Re: RJR Promotion Production
POS Specification Manual

Enclosed herewith are revised tabs and pages for our POS Specification Manual. Please proceed with replacing existing tabs and pages according to the attached instructions.

The major changes are summarized below. These changes necessitated the re-numbering of some pages.

- The POS Groupings is no longer printed on the tabs. It has been replaced with a Section Contents Sheet immediately following the tab.
- Coupon legal copy has been changed.
- New items have been added to the General Marketing, Promotional POS, and Miscellaneous sections.
- Some pages have been revised. Please refer to the "black bars" printed on the right hand margin of the pages which will indicate where changes have occurred. Also note the date at center bottom of the page. "December 1993" indicates a new specification. "Revised 12/93" indicates a revised specification. Specifications reflecting a prior date have a change in the page number only.

We hope you had a very happy holiday season.



Barbara D. Brown
RJR Promotion Production

Enclosures