

ARCO Products Company
ampm Marketing
Mailing Address: Box 5077
Buena Park, California 90622-5077



June 11, 1998

Dear *ampm* Franchisees

Subject: Cigarettes Intended for Export

Attached is previous correspondence regarding the above subject.

ARCO has recently received additional reports that *ampm* locations continue to be found with "export" cigarettes in their inventory. Please read the letters from Philip Morris and RJ Reynolds carefully as all cigarette allowances will be withheld if they disqualify you for selling "export" product.

While there are other distinguishing features, one easily-identifiable difference is that Marlboro packages intended for export will not display the Marlboro Miles required for consumers to obtain free merchandise. Another distinction is that RJ Reynolds clearly labels all Camel, Winston and Doral cigarettes intended for export as "U.S. Tax Exempt. For Use Outside U.S."

If you have any other questions regarding their policies or why such products are a concern to them, please direct them to your local Philip Morris or RJ Reynolds representative.

Sincerely,

Cary G. Crook
Category Manager

Attachments

cc: Retail Sales
Steve Buchan
Cynthia Weston

ARCO 1998 2nd Half Planning Calendar

Revised 6/12/98

W	Doral Buy 1 Get 1 Free	Winston \$1.00 Off 2 Packs 7/20 DTS	Camel Buy 2 Get 1 Free 8/3 DTS	Doral 1 Pack w/Bounce- back Coupon	Camel Buy 2 Get 1 Free ***** Camel Menthol Buy 1 Get 1 Free	Camel 2 Pack Lighter ***** Winston 2 Pack Promo	TBD
O							
R							
K							
P							
L							
A							
N							

RJR Retail Partners Discounting :

	June	July	August	September	October	November	December
D	Camel Winston ***** Doral	Camel Winston ***** Doral (T.O. Only)	Camel Winston ***** Doral (T.O. Only)				
I							
S							
C							
O							
U							
N							
T							
S							