

R.J. REYNOLDS
TOBACCO COMPANY

April 20, 1998

Marty Washburn
National Account Manager-Wal*Mart

1002 McClain Road
Suite 108
Bentonville, AR 72712
1-501-464-0859 (Phone)
1-501-464-0217 (Fax)

To: All Region Operations Managers
All Promotion Coordinators
All Regional Sales Managers

Subject: Sam's Club Promotion Processing Update

Ladies & Gentlemen:

The Florida Region Operations Unit has developed an excellent method of communicating their "SME", Tear Tape, and CTS promotions to RJR-Bentonville for processing and ordering by Sam's Club corporate. I am attaching their worksheets for the May Salem Tear Tape promotion for all regions to review and use going forward for these type promotions.

It will speed the ordering and delivery of these promotions if you use this format. Each region will be responsible for ordering their product and display needs to cover the quantities going into the clubs. We will ensure that Sam's Corporate orders by your schedule.

We will continue to send the "workbooks" on all other promotions. If you have any questions let me know. Thanks again to the Florida Region and Eddie Miyares for their efforts to ease the burden!

Marty Washburn

w/attachments

cc: Fiori, AVP'S, AMO's

**R.J. REYNOLDS TOBACCO CO. AND MCLANE/SUNEAST PROMOTION
INFORMATION SHEET**

McLane Promotion:	2-10	SAM'S CLUBS ONLY	
RJR Promotion:	800438	Salem 30¢ Teartape	
Retail Pick-up Date:	5/11/98		
RJR Partner's Code:	MAYSALSNIPEAMS		
UIN Number:	471268	Total Number of Shippers:	840
15 Digit Message:	SAL Q2 .30/1 PK		
Vendor I.D. #	74875		
Product P.O. Number & Delivery Date:	DR4258-01	4/29	
Shipper P.O. Number and Delivery Date::	DR4255-01		
Order to Sam's Club	4/27		

◆ **Product Requirements:** Salem 30¢ off 1 pack tear tape. Product is in white promotional cartons.

UIN #	Brands	UPC	Size	# Ctns Per Sku	Cases
986042	SAL KING \$3 OFF	24194	6M	1	28
986059	SAL 100 \$3 OFF	25189	6M	1	28
986067	SAL LT \$3 OFF	24196	6M	1	28
986075	SAL LT 100 \$3 Off	24197	6M	1	28

◆ **Cost Per Carton - DA billed for 7 packs per carton**

Product Cost Per Carton	State Tax	Display Total
10.84	3.39	14.23
Tax Stamps Required		71100

◆ **Sleeve Requirements:**

Shipper	Weight	Cube	Packing	# of Skus
#541964 Salem 98 sniped 40pk display & shipper	1.71	.875	1/per	840

Special Packing Instructions: SALEM 40-Pack Display/Shipper (1 SKU) includes paster. One carton each style per display.

Packing Rate: \$4.75 per promoted 6m case

cc: Susan McDaniel Marnee France Richard Chapman
Margie Reid Jose Rezendez

SAM'S MAY 1998 SALEM TEAR TAPE							
RETURN AND TRANSFER QTY TO 6910 <u>ON</u> OR BEFORE 3/23/98							
PROMOTION # 800438							
DISPLAY # 541964							
RJR REG	#	City	ST	Division	TAX DESIGNATION	SHIPPER QTY ORDERED	PO#
233702	775490	6204 VALDOST	GA	SOUTHEAST			
233701	450959	6335 OCALA	FL	SUNEAST		6	
232808	472831	6341 SUNRISE	FL	SUNEAST		21	
233706	560906	6363 JACKSON	FL	SUNEAST		7	
233206	472880	6364 NAPLES	FL	SUNEAST		9	
232602	572633	6387 PINELLAS	FL	SUNEAST		43	
232606	583108	6401 TAMPA	FL	SUNEAST		19	
233202	572572	6403 BRANDON	FL	SUNEAST		51	
232603	583107	6420 CLEARWA	FL	SUNEAST		38	
233204	583109	6441 LAKELAND	FL	SUNEAST		55	
233207	588714	6445 PORT CHA	FL	SUNEAST		8	
232604	591281	6448 NEW POR	FL	SUNEAST		28	
232806	618535	6637 CORAL SP	FL	SUNEAST		20	
232602	613508	6641 PINELLAS	FL	SUNEAST		20	
232606	617224	6642 TAMPA	FL	SUNEAST		15	
233706	472879	8116 JACKSON	FL	SUNEAST		11	
233207	420713	8130 FORT MYE	FL	SUNEAST		17	
233502	420629	8138 DAYTONA	FL	SUNEAST		103	
232803	430199	8140 LANTANA	FL	SUNEAST		18	
233507	430183	8141 MELBOUR	FL	SUNEAST		110	
232801	430193	8150 FORT PIE	FL	SUNEAST		32	
233705	420991	8155 GAINESVI	FL	SUNEAST		20	
232803	430198	8157 WEST PAL	FL	SUNEAST		40	
233006	449228	8173 MIRAMAR	FL	SUNEAST		47	
233203	420711	8201 SARASOT	FL	SUNEAST		43	
233505	420681	8214 FERN PAF	FL	SUNEAST		31	
233505	594670	8214 FERN PAF	FL	SUNEAST		0	
233706	681084	8253 JACKSON	FL	SUNEAST		5	
233504	420678	8290 ORLANDO	FL	SUNEAST		23	
						840	

