

**WINSTON SELECT FULL FLAVOR 100 BOX
Fact Sheet**

Announcement

Winston Select announces the introduction of a new style, Full Flavor 100 Box for distribution to all your retail customers. This introduction delivers the following objectives for your business:

- Extends the Full Flavor portfolio of the Winston Select brand family
- Builds share in the growing 100's segment of the cigarette industry

Introduction Timing: June 5, 1995

Program Requirements

- Maintain all current Winston Select sku's

Program Payment Plan

\$1.00 per carton payment will be off invoice on all Winston Select Full Flavor 100 Box shipped during the period June 5, 1995 through December 29, 1995.

Direct Account Recommended Activities:

- Gain Retail Distribution
- Place/Distribute Pre-Assembled Displays
- Place/Distribute Temporary Advertising

Package Outlets

- Sell Temporary Counter Displays and ship to retail
- Product in Permanent Displays as agreed
- Distribute/Place Temporary Advertising

Carton Outlets

- Sell small Winston Select FF100 Box Floor Displays for retail placement
- Distribute Temporary Advertising and place where feasible

Promotional Support

Winston Select FF100 Box will be introduced with 40¢ off a pack promotion and supported with retail package and carton outlet displays and point-of-sale. (Allocations to be determined with your RJR representative.)

Product Profile Information

UPC's/Dimensions for FF100 Box

| Configuration | UPC | Length | Width | Height | Cube (ft ³) | Weight |
|---------------|-------------|---------|----------|----------|-------------------------|----------|
| Pack | 12300 22185 | 2.2188" | .9375" | 3.9688" | | 1.067 oz |
| Carton | 12300 22186 | 11.25" | 1.875" | 4.0625" | | 11.47 oz |
| Case | 12300 22187 | 20.625" | 11.6875" | 11.6875" | 1.630 | 22.0 lbs |