

T A B L E O F C O N T E N T S

INTRODUCTION

WINSTON CUP RACING

Account Sponsorships & Special Activities
Retail Promotion Opportunities
Proven Retail Results
1996 NASCAR Winston Cup Series Schedule
Contacts For More Information

WINSTON RACING SERIES

Account Sponsorships & Special Activities
Retail Promotion Opportunities
Proven Retail Results
1996 Winston Racing Series Tracks
Contacts For More Information

WINSTON DRAG RACING

Account Sponsorships & Special Activities
Retail Promotion Opportunities
Proven Retail Results
1996 NHRA Winston Drag Racing National Event Schedule
Contacts For More Information

SMOKIN' JOE'S HYDROPLANE RACING

Account Sponsorships & Special Activities
Retail Promotion Opportunities
Proven Retail Results
1996 Unlimited Hydroplane Racing Association Schedule
Contacts For More Information

SMOKIN' JOE'S SUPERBIKE RACING

Account Sponsorships & Special Activities
Retail Promotion Opportunities
Proven Retail Results
1996 AMA Superbike Schedule
Contacts For More Information

51858 4539

WELCOME TO THE FAST TRACK

This is your official guide to blowing the doors off the competition.

It's an item-by-item overview of the powerful Sports Marketing opportunities available to you and your retail partners. High-profile ways to boost your customer's image in the marketplace – and drive up their sales in-store.

Tying-in to RJR Sports Marketing's special events and sponsorships has proved time and again to add value to our retail relationships. If any of these events are in your neighborhood, we urge you to take advantage of them.

Now it's all here at your fingertips. The national and local race events, the dates and locations, and the opportunities – from dinner with a well-known NASCAR driver to full-course sponsorship of a Winston race.

We're here to answer your questions. Provide details. Explore other promotional ideas (including your own). And help you make everything run smoothly.

When you're ready, just strap yourself in and pick up the phone.

WINSTON CUP
RACING

WINSTON CUP RACING

51858 4501

The NASCAR Winston Cup Series. Sponsored by RJR via our Winston brand since 1971. Regarded as the fastest growing form of motorsports in the world. Current annual attendance: 6 million fans, give or take an RV or two. Current annual Winston Cup point fund (paid to drivers at the end of the season): a tidy \$4 million. This series is packed with opportunities to form closer ties with your retail accounts.

Ladies and gentlemen, start your imaginations.

ACCOUNT SPONSORSHIPS & SPECIAL ACTIVITIES

1. *Dinner with a Winston Cup Driver*

It isn't really buttering up. But a couple of hours of all-you-can-ask conversation with Jimmy Spencer or another Winston Cup driver can spread lots of good will among your major-chain execs.

2. *Exclusive Saturday Use Of VIP Suite*

Reward a chain or other important account with a day at the track and the best seats in the house – our comfortable VIP skybox. Available at the discretion of Field Sales with prior approval by Sports Marketing Enterprises.

3. *Honorary Crew Member of Smokin' Joe's Racing Team*

This is special. The smell of the grease, the roar of the engines – a working assignment on Smokin' Joe's pit crew. Gas, tires and a whole new set of memories in under 30 seconds.

4. *Winston Cup Driving School* **\$**



Barreling around a Winston Cup track at speeds up to 150 mph. Even customers who aren't race fans will get a kick out of this. Requirement: nerves of at least aluminum.

5. *Special Signage at Race Track* **\$**

A chance to put your account's name in front of everybody and his brother. Involves changing existing Winston signage to the account's name/logo for the duration of the event.

6. *Car Sponsorship for an Individual Race* **\$**

Would your customer get a rush seeing his name/logo rocket past the grandstand as part of the actual race? Space is available on second-echelon cars for first-class visibility.

RETAIL PROMOTION OPPORTUNITIES

1. Winston Motorsports Simulator

A flat-out traffic builder. Customers experience the nonstop, bat-out-of-you-know-where sensation of Winston racing – all in about 5 minutes. Special paster and newspaper ad slicks are also available to announce the event.

2. Winston or Camel Show Car

Park it, and they will come. From the merely curious to the total racing enthusiast. Even standing still, this is promotional horsepower that our cowboy counterparts can't touch. Special paster and newspaper ad slicks can be provided to announce its arrival.

3. Race Driver Appearance

Who's the face in the crowd? That's a well-known Winston Cup or Smokin' Joe driver, surrounded by a small army of fans. Appearances, complete with autograph session, can drive stores' customer-counts through the roof. Paster and newspaper ad slicks are available, too.

4. Retail Event

Set up our special-event tent at a key account's location, add a Show Car and/or Simulator, and rev up your personal selling. (Contact your ROU about event tents and available bulk-pack premiums.)

5. Allocated Retail Premiums

To add more impact at retail, use your allocated SME premiums in outlets around the event. Contact your ROU for allocations.

6. Interior/Exterior Signage

Put together a high-powered presence for your event with a tailored combination of in-store and exterior signage:

- Winston Cup Pastors, Pennant Ropes and/or Banners
- Smokin' Joe Racing Danglers, Pennant Ropes and/or Banners
- Joe Camel Standee

Contact your ROU to order your presence kits.

7. Inflatable Winston/Camel Cigarette Pack

Expand the presence and impact of your Winston Cup Promotion with our giant, inflatable Winston or Camel cigarette pack. Talk about high visibility: It's an awe inspiring 15 feet tall.

8. Direct Mail Incentives 

Qualifying retail accounts can tie-in with RJR to create targeted mailers – exciting “invitations” that pull consumers into specific stores to participate in special offers and racing related activities.

PROVEN RETAIL RESULTS

Here's the proof. The reward for all the effort. Actual examples of how Winston Cup sponsorships, activities and promotions can strengthen your retail relationships and dramatically accelerate RJR brand sales.

Brickyard 400, Indianapolis, IN

K. J. DeLury, Div. Sales Manager

- We used the special Winston Cup Car 30-pack and 50-pack counter displays to build distribution on identified brands and price gap. Displays were placed in over 1,200 accounts.
- We implemented our personalized selling in 59 stores. Van sales were set up, and the Simulator or Show Car was present at 52 of these locations. Our van sales generated 1,154 samplings of our brands, and we used premium offers to sell 3,674 cartons of full price product.
- A customer golf outing and dinner with Jimmy Spencer was arranged by the Smokin' Joe's Racing Team. These entertainment events helped to further our relations with a major gas/convenience store chain.
- By using the Locator Link, direct-to-store delivery and VPA , we placed over 6,550 SKUs of SME premiums in 1,550 retail stores. This accounted for over 32,400 cartons of full priced cigarettes sold. This process did not disrupt our national VAP or add the burden of delivery to the reps.

Neal W. McCleary, Key Accounts Mgr.

- We rented a bus in Columbus and transported 40 VIP chain customers to the Brickyard Time Trials. Again, we leveraged the availability of time trial tickets to develop our VIP relationships and strengthen RJR's position in key chain accounts throughout the marketing area.

Daytona International Speedway, Daytona, FL

John P. DiCiero, Retail Manager

With Daytona International Speedway in our Division, we have had the opportunity to take advantage of the activities available through Sports Marketing. These special events have given us the ability to strengthen RJR ties with retailers and to dominate with presence at retail.

Things we have done with customers include:

- customer dinner with Jimmy Spencer
- honorary crew member during the Pepsi 400
- pit tours for customers attending the race

WINSTON CUP RACING

Customers who are race fans will remember and appreciate the special attention given to them at race events when it comes time to sit at the bargaining table.

Things we have done at retail:

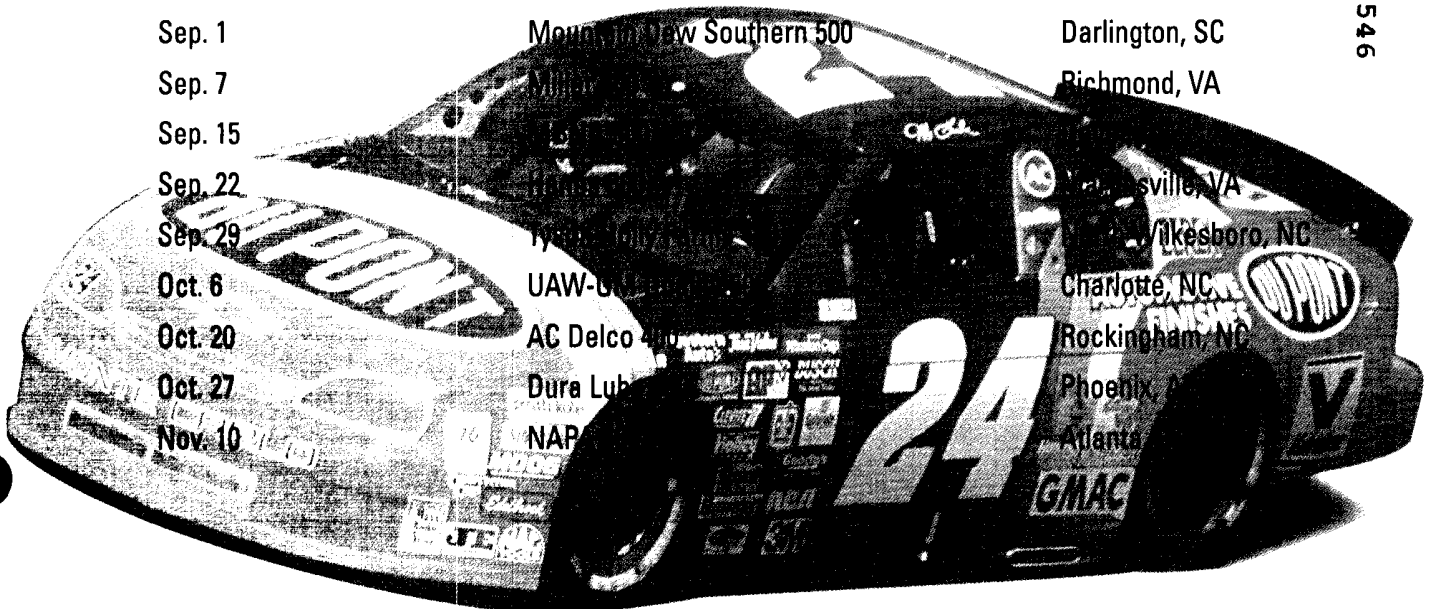
- simulator/showcar
- autograph session with Jimmy Spencer
- race specific displays and POS
- contest for best RJR decorated store

These activities enable us to build inventory and increase RJR presence at retail before, during and after the race. The entire event allows RJR to sell more cigarettes and make more money!

**1996 NASCAR
WINSTON CUP SERIES SCHEDULE**

Date	Race	Location
Jan. 20	NASCAR Winston Cup Preview	Winston-Salem, NC
Feb. 11	Busch Clash	Daytona Beach, FL
Feb. 18	Daytona 500	Daytona Beach, FL
Feb. 25	Goodwrench 500	Rockingham, NC
Mar. 3	Pontiac Excitement 400	Richmond, VA
Mar. 10	Purolator 500	Atlanta, GA
Mar. 24	TranSouth Financial 400	Darlington, SC
Mar. 31	Food City 500	Bristol, TN
Apr. 14	First Union 400	North Wilkesboro, NC
Apr. 21	Goody's 500	Martinsville, VA
Apr. 28	Winston Select 500	Talladega, AL
May 5	Save Mart Supermarkets 300	Sonoma, CA
May 18	The Winston Select	Charlotte, NC
May 26	Coca-Cola 600	Charlotte, NC
Jun. 2	Miller 500	Dover, DE
Jun. 16	UAW-GM Teamwork 500	Pocono, PA
Jun. 23	Miller 400	Brooklyn, MI
Jul. 6	Pepsi 400	Daytona Beach, FL
Jul. 14	Slick 50 300	Louden, NH
Jul. 21	Miller 500	Pocono, PA
Jul. 28	Diehard 500	Talladega, AL
Aug. 3	Brickyard 400	Indianapolis, IN
Aug. 11	The Bud at the Glen	Watkins Glen, NY
Aug. 18	GM Goodwrench Dealers 400	Brooklyn, MI
Aug. 24	Goody's 500	Bristol, TN
Sep. 1	Mountain Dew Southern 500	Darlington, SC
Sep. 7	Miller 500	Richmond, VA
Sep. 15	Busch Clash	Daytona Beach, FL
Sep. 22	Goody's 500	Martinsville, VA
Sep. 29	Trans World Entertainment 400	North Wilkesboro, NC
Oct. 6	UAW-GM Teamwork 500	Pocono, PA
Oct. 20	AC Delco 400	Charlotte, NC
Oct. 27	Dura Lubricants 400	Rockingham, NC
Nov. 10	NAPA 400	Phoenix, AZ
		Atlanta, GA

51858 4546



Schedule subject to change.

WINSTON CUP SERIES

CONTACTS FOR MORE INFORMATION

Account Sponsorships & Special Activities at the Track	}	Larry Prillaman (910) 741-2907
Driver Dinners and Appearances at Retail		Mary Reynolds (910) 741-4957
Driving School		Larry Haney (910) 741-6672
Special Signage at the Track.....		
Race Schedule and Track Information.....		Curtis Gray (910) 741-6493
Simulator Schedule		Jim Foreman (910) 741-6482
Show Car Schedule		Jim Foreman (910) 741-6482
Retail Events		Steven O'Leary (910) 741-3466
Premium Allocation at Retail		Steven O'Leary (910) 741-3466
POS at Retail		Steven O'Leary (910) 741-3466
Inflatable Winston and Camel Pack Schedule		Steven O'Leary (910) 741-3466
Direct Mail Opportunities with Retailer		K. Wadia (910) 741-7004
		Jacquie McLaurin (910) 741-4382

Please Note: If any of your proposals require funding, please contact your sales area office.

WINSTON
RACING SERIES

WINSTON RACING SERIES

WINSTON RACING SERIES
NIDRO
NIDRO

51858 4548

WINSTON RACING SERIES

The NASCAR Winston Racing Series. Conducted on approximately 100 asphalt and dirt tracks from coast to coast. From April through September. During the season, each track has a special "Winston Night." We promote our brands, reward our people and entertain our customers. Also, for just \$4,000 to \$7,000, one of your customers can promote his own night at the track – complete with everything below.

Want to strengthen your ties with a special account? This is an evening tailor-made for one star.

ACCOUNT SPONSORSHIPS & SPECIAL ACTIVITIES

1. Title Rights to a Race **\$**

"The Johnson's Market 250," for example. Has a nice ring, yes? Your customer gets to "own" the race and generate tremendous hometown consumer awareness. You get all the credit.

2. Tickets to the Race **\$**

A block of 100 guest tickets for distribution to the customer's employees, personal friends, etc. Or, they can be given away in-store to loyal shoppers or as a promotion.

3. Hospitality Center at Track for Sponsor's Guests **\$**

Catered food and beverages for your customer and up to 100 guests, served up in a special tent or other private area.



4. Grand Marshal for the Sponsored Race **\$**

As the official host of the race, your customer rides in the pace car and, following the checkered flag, presents the winner's trophy and check. A definite win-win moment.

5. Radio, TV and Newspaper Publicity **\$**

The track's staff will alert the local media with news releases about the upcoming race and your customer's sponsorship. Your customer's name will be center-stage in all ads and publicity.

6. Signage at the Race Track **\$**

Special banners in very visible locations will showcase your customer's sponsorship during the event. And in some cases, permanent signage may be temporarily altered to do the same.

7. Public-Address Recognition of Company and VIP **\$**

And to make sure everybody in the crowd gets the message, the track PA system will provide booming recognition of your account – and will even include a key individual's name.

\$ Cost involved unless Winston Night is substituted.

RETAIL PROMOTION OPPORTUNITIES

1. Winston Racing Series Simulator

The best free ride in America. Customers get to run the gamut of Winston racing – full throttle and from the driver's point of view. Excellent opportunity for personal selling and sampling as customers wait their turn. Paster and newspaper ad slicks are also available to announce its arrival.

2. Winston Show Car

Think of it as sell on wheels. Just park it in front of an account's store and stand back (maybe over by the Event Tent, described below). Draws a crowd like nobody else's business. Paster and newspaper ad slicks are available to promote the day and time.

3. Retail Event

Create a true "event" atmosphere for a key account (and your personal selling) by combining our special-event tent with the Simulator, Show Car and more. (Contact your ROU about event tent and available bulk-pack premiums. Supply is limited.)

4. Allocated Retail Premiums

Boost the store's volume with the added incentive of Winston Motorsports retail premiums.

5. Inflatable Winston Cigarette Pack

It's the ultimate overhead. Imagine a 15 foot-high Winston or Camel cigarette pack in front of your account's store. Passersby instantly know that something is going on here. Something very big.

6. Direct Mail Incentives 

Never underestimate the power of the mailbox. Qualifying retail accounts can partner with RJR to deliver a special offer or announce an upcoming event. Or both. A direct invitation makes a powerful motivator.

PROVEN RETAIL RESULTS

Here's the proof. The reward for all the effort. Actual examples of how Winston Racing Series sponsorships, activities and promotions can strengthen your retail relationships and dramatically accelerate RJR brand sales.

Charlotte, NC

David J. Gesmundo, Key Accounts Mgr.

The Ingles Racing Series, developed and implemented by the RJR Sports Marketing Team, was an enormous success. It was the finishing touch in developing a true partnership where Ingles and RJR achieved all their objectives for the year.

Louisville Motor Speedway, Louisville, KY

Duncan Murley, Key Account Manager

- We were able to leverage a strong event package for Kroger Louisville with the Louisville Motor Speedway. The timely opportunity came right after we sold and implemented a complete pack, carton, and savings merchandising program in this high-profile chain that covers three states and does 50% of the grocery business in Louisville.
- Kroger was equally excited about the opportunity in their announcement memo:

"Thanks to the efforts of R.J. Reynolds Sports Marketing, Kroger and RJR have teamed up to sponsor an exciting three race series at the Louisville Speedway this summer. Along with the racing series, we will tie in some more RJR racing theme in-store promotions during June, July and August.

"R.J. Reynolds is the expert in promoting stock car racing, having been the primary sponsor for NASCAR and the Winston Cup for 25 years. The Kroger Racing Series will give us great exposure to a wide audience of our customer base."

- The fact that we were able to respond to Kroger's desire to develop and sponsor a racing event with a three way alliance between Sports Marketing, Louisville Chain and Kroger demonstrated our commitment to teamwork and partnership with Kroger Louisville. Naturally the ultimate object was to demonstrate our ability to drive sales, and drive sales we did.
- Secured authorization for 90 carton floor bases on Camel, Winston and Select for each of the 3 races in 58 stores.

WINSTON RACING SERIES

- Sold a 90 carton plus-out for each of the three races.
- Kroger supplied in-store POS for packs and cartons.
- Kroger co-oped \$1.00 off a carton to promote the product in addition to the RJR \$2.00 promoted contribution.
- During the 3-month promotional period, RJR's share of market increased as follows:

Full Price	.71%
Camel	.2%
Winston	.8%
Select	.1%

Based on the benefits of partnering the SME event with Kroger Louisville, it would certainly be profitable to do it again in the future ... it more than paid for itself.

**1996 WINSTON RACING
SERIES TRACKS**

Track	Location	Track	Location
Ace Speedway	Julian, NC	Magic Valley Speedway.....	Twin Falls, ID
Adams County Speedway.....	Nodaway, IA	Mesa Marin Raceway	Bakersfield, CA
Altamont Raceway Park.....	Tracy, CA	Monadnock Speedway.....	Winchester, NH
Antioch Speedway	Antioch, CA	Motordome Speedway	Smithton, PA
Apple Valley Speedway.....	Rochester, NY	Myrtle Beach Speedway	Myrtle Beach, SC
Beech Ridge Motor Spdwy.....	Scarborough, ME	Nashville Speedway USA	Nashville, TN
Big Diamond Raceway	Minersville, PA	New Asheville Speedway.....	Asheville, NC
Bolivar Speedway USA	Lebanon, MO	New River Valley Speedway ...	Radford, VA
Bowman Gray Stadium.....	Winston-Salem, NC	New Utica-Rome Speedway...Vernon, NY	
Boyd Raceway	Boyd, TX	Oglethorpe Speedway Park.....	Savannah, GA
Cajon Speedway	El Cajon, CA	Old Dominion Speedway.....	Manassas, VA
Capital Speedway.....	Holts Summit, MO	Orange Show Speedway	San Bernardino, CA
Caraway Speedway	Asheboro, NC	Park Jefferson Speedway	Sioux City, IA
Colorado Nat'l Speedway	Denver, CO	Penn National Speedway	Grantville, PA
Columbus Motor Speedway	Columbus, OH	Peoria Speedway.....	Peoria, IL
Concord Motor Speedway.....	Concord, NC	Portland Speedway.....	Portland, OR
Dubuque Fairgrounds	Dubuque, IA	Quincy Raceways	Quincy, IL
Eagle Raceway.....	Lincoln, NE	Raceway Park	Shakopee, MN
Elko Speedway	Elko, MN	Redwood Acres Raceway	Eureka, CA
Evergreen Speedway.....	Monroe, WA	Riverhead Raceway	Lindenhurst, NY
Farley Speedway	Swisher, IA	Riverside Park Speedway.....	Agawam, MA
Flemington Speedway	Flemington, NJ	Rockford Speedway	Rockford, IL
Florence Motor Speedway	Florence, SC	San Jose Speedway	Soquel, CA
Fulton Speedway	Fulton, NY	Santa Fe Speedway	Hinsdale, IL
Grandview Speedway.....	Bechtelsville, PA	Shasta Speedway.....	Redding, CA
Greenville-Pickens Spdwy.....	Greenville, SC	South Boston Motor Spdwy	South Boston, VA
Hamilton County Speedway	Webster City, IA	Southside Speedway	Richmond, VA
Heart O' Texas Speedway.....	Waco, TX	South Sound Speedway.....	Rochester, WA
Hickory Motor Speedway	Hickory, NC	Stafford Motor Speedway	Stafford Springs, CT
Holland Int'l Speedway.....	Holland, NY	Star Speedway.....	Epping, NH
I-70 Speedway.....	Kansas City, KS	Stockton 99 Speedway	Auburn, CA
Jax Raceways	Jacksonville, FL	Summerville Speedway.....	Summerville, SC
Jennerstown Speedway	Jennerstown, PA	Sunset Speedway.....	Omaha, NE
Kalamazoo Speedway	Allegan, MI	Suntana Raceway.....	Centerville, UT
Ki-Kare Speedway.....	Xenia, OH	Thompson Int'l Speedway	Thompson, CT
Kingsport Speedway.....	Kingsport, TN	Tioga Speedway.....	Binghamton, NY
LaCrosse Fairgrounds Spdwy...West Salem, WI		Tri-County Motor Speedway ...	Asheboro, NC
Lakeside Speedway	Kansas City, KS	Tri-State Speedway	Haubstadt, IN
Langley Speedway	Hampton, VA	Tucson Raceway Park	Tucson, AZ
Las Vegas Speedway Park	Las Vegas, NV	Viking Speedway	Alexandria, MN
Lebanon I-44 Speedway.....	Lebanon, MO	Volusia County Speedway	DeLeon, FL
Lee USA Speedway.....	Newbury, MA	Watsonville Speedway	Soquel, CA
Lonesome Pine Int'l Raceway..	Coeburn, VA	Wenatchee Valley Raceway ...	East Wenatchee, WA
Louisville Motor Speedway.....	Louisville, KY	West Liberty Raceway.....	Swisher, IA
Macon Speedway.....	Macon, IL	West Virginia Motor Spdwy....	Parkersburg, WV
Madera Speedway	Turlock, CA	Winchester Speedway	Winchester, IN
Madison Speedway	Madison, MN	Yakima Speedway.....	Yakima, WA

WINSTON RACING SERIES

CONTACTS FOR MORE INFORMATION

Account Sponsorships & Special Activities at the Track.....	Larry Prillaman (910) 741-2907 Mary Reynolds (910) 741-4957 Larry Haney (910) 741-6672
Race Schedule and Track Information.....	Dan Henley (910) 741-6478
Simulator Schedule	Jim Foreman (910) 741-6482
Show Car Schedule.....	Jim Foreman (910) 741-6482
Retail Events	Steven O'Leary (910) 741-3466
Allocated Retail Premium.....	Steven O'Leary (910) 741-3466
Inflatable Winston and Camel Pack Schedule.....	Steven O'Leary (910) 741-3466
Direct Mail Opportunities with Retailer	K. Wadia (910) 741-7004 Jacquie McLaurin (910) 741-4382

Please Note: If any of your proposals require funding, please contact your sales area office.

WINSTON DRAG RACING

WINSTON
DRAG RACING

51858 4555

NHRA Winston Drag Racing. Sponsored by Winston since 1975. And now including the "Winston Select 10" bonus points program. Winston Drag Racing is a lot like Winston Cup racing in terms of point structure, cash awards – and ultra-loyal following. From Seattle to Rockingham, fans flock to the strip. Tying-in to one of these events is an excellent path to stronger account relationships.

In fact, it's a quarter-mile that screams opportunity.

ACCOUNT SPONSORSHIPS & SPECIAL ACTIVITIES

1. Customer Races at Designated Events

Early in the race week, your customers can go head-to-head on the quarter-mile in courtesy street cars. No kidding. Up to 24 people can compete. Maybe invite several accounts to compete against each other. The top performers get prizes. Photos are also snapped, and "Winston Select Racing Team" certificates are handed out to participants. At selected events.

2. Dinners with Smokin' Joe's Drivers

A great way to reward good accounts. Give us the green light, and we'll arrange for a big meal and small talk with Jim Head and Whit Bazemore, the Smokin' Joe's drivers.

3. Exclusive Use of VIP Suite

Roll out the red carpet, the food and the drink for a topnotch chain or other account. They'll appreciate a laid-back day at trackside in luxury digs. Available on Friday or Saturday of race weekend, at the discretion of Field Sales with Sports Marketing Enterprises' approval.

4. Giant-Monitor Display of Customer's Logo or Commercial

Your customer gets to watch his message go from zero to thousands of race fans. Instantly. Courtesy

of our Winston Vision giant-screen monitor. Periodically during the event.

5. Golf Tournament Foursome

Show an account he's at the fore. Several events have pre-race tournaments involving drivers, crew members and the media – plus one foursome that Field Sales invites. Or, we can stage a special "tournament."

6. Honorary Crew Member of Smokin' Joe's Racing Team

You can feel the vibrations from head to toe. Or is that the adrenaline? If your customer is really into racing, this is THE close-up experience. And a thank-you, loud and clear.

7. Signage at Tracks

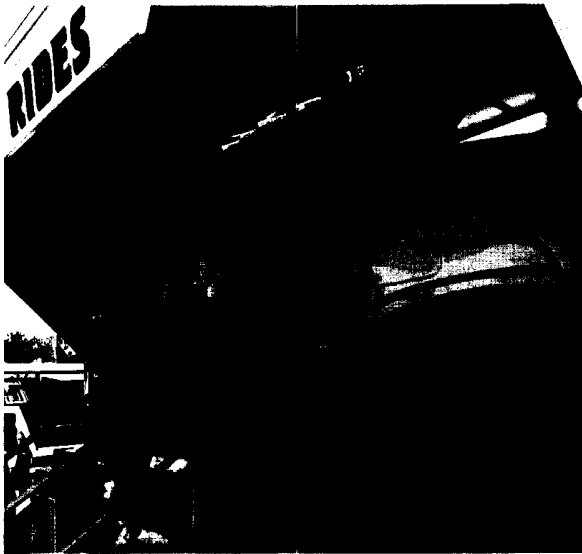
Your customer's name/logo emblazoned on specially prepared, highly visible signs and banners. A simple and effective way to fuel fan awareness and good PR.

8. Sponsor Identification on Participating Car

The entire grandstand is focused on two cars, engines revving. And your account's name/logo is right there on one of 'em's sheet metal. Not a bad way to rivet consumer attention.

RETAIL PROMOTION OPPORTUNITIES

1. Winston Motorsports Simulator



This alone is a special event. It can dominate a local retail setting with its unique presence and pedal-to-the-metal simulation of stock car, dragster, hydroplane and motorbike racing. Special paster and newspaper ad slick are also available to build wider awareness.

2. Smokin' Joe's Top Fuel and/or Funny Car Dragster

A show-stopping sales vehicle – and the driver is included! Add an Event Tent (described below), and you've got a sure-fire environment for personal selling and sampling.

3. Race Driver Appearance

The chance to go one-on-one with a Smokin' Joe's driver – in terms of conversation and autograph. Especially effective near the site of a Winston Drag Racing event.

4. Retail Event

For a key account: set up our special-event tent,

summon a Show Car and/or Simulator, and crank up your personal selling. (Contact your Regional Manager for available bulk-pack premiums.)

5. Allocated Retail Premiums

High-octane fuel for your next promotion. Use your Sports Marketing retail premiums to put the pedal to store sales.

6. Interior/Exterior Signage

Create visual excitement and brand presence with a versatile array of in-store attention-getters:

- Winston Drag Racing Pastors, Pennant Ropes and/or Banners
- Smokin' Joe Drag Racing Pastors, Pennant Ropes and/or Banners
- Joe Camel Standee

Contact your ROU to order your presence kit.

7. Inflatable Winston/Camel Cigarette Pack

The ultimate in high visibility. As in 15 feet high. Stands gracefully at your retailer's location and commands everyone's attention, including the competition's. Says "EVENT" in capital letters.

8. Direct Mail Incentives 

Push the envelope of promotional awareness. Have a qualifying retailer tie-in with RJR to deliver event announcements and special offers – directly to local consumers. Can add dramatically to a promotion's response and sales.

PROVEN RETAIL RESULTS

Here's the proof. The reward for all the effort. Actual examples of how Winston Drag Racing sponsorships, activities and promotions can strengthen your retail relationships and dramatically accelerate RJR brand sales.

U. S. Nationals, Indianapolis, IN

K. J. DeLury, Div. Sales Manager

- We used the same distribution tactics as we did during the Brickyard to complement the SME promotions for the U. S. Nationals. Over 4,000 SKUs of premiums were placed in 1,450 retail stores. This resulted in 24,230 cartons of full priced product sold.
- Smokin' Joe's Racing arranged a golf outing and customer dinner with drivers Jim Head and Gordie Bonin. The supermarket chain that we entertained really enjoyed interacting with the drivers.

Winston Spring Nationals, Columbus, OH

Neal W. McCleary, Key Accounts Mgr.

- At the Winston Springnational held in Columbus, Ohio, we were able to leverage the event to increase RJR sales presence and customer relationships in the marketplace. With a major convenient gas outlet chain consisting of over 90 outlets, we were able to utilize Gordy Bonin at a remote broadcast facility at one of the major truck stops. We placed race related displays in all 90 locations and, over a 3-week period surrounding the race, were able to increase RJR sales by over 25.6%.
- Additionally, we tied in a sponsorship for another convenient gas outlet for one day at the Springnational Race, and entertained corporate executives, Zone and Division Managers from this chain.
- For the third straight year, we leveraged a Winston Springnationals VIP Golf Outing, in which we were able to entertain over 26 VIP chain executives from ten of our top chains in the Columbus marketing area.
- On Wednesday night prior to the event, we again had a VIP Customer Race in which we involved over 20 chain VIP's from four different companies. The event included racing and dinner afterwards.

WINSTON DRAG RACING

Select Invitational Drag Race, Rockingham, NC

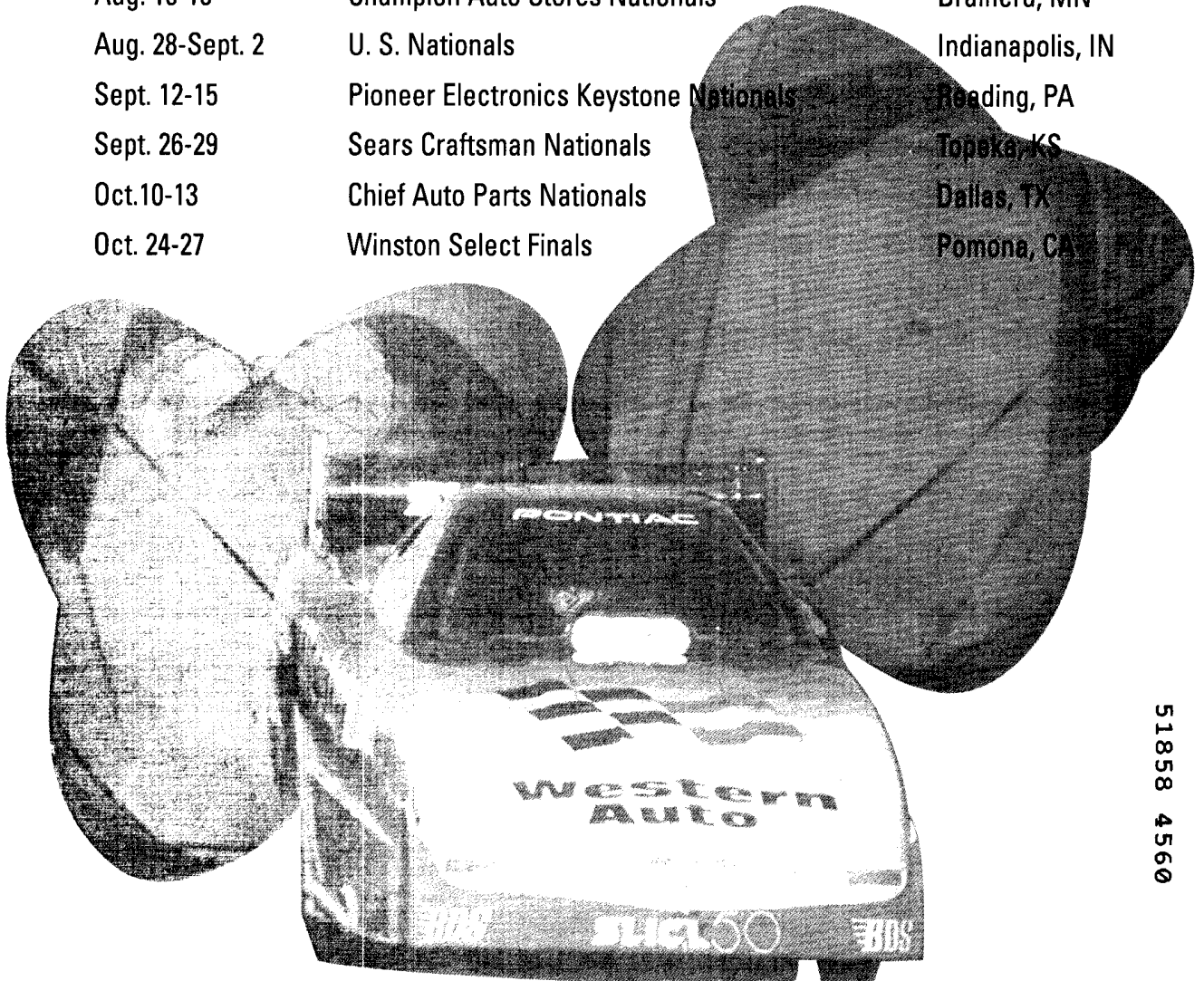
R. P. O'Mara, Key Accounts Mgr.

- In April, RJR and Pantry joined forces to promote the Select Invitational Drag Race in Rockingham with a special promotion in sixty (60) Pantry stores around Rockingham. This included free admission drawings at each store with a heavily promoted Camel T-shirt offer featured on the Camel race car floor display. We also did fliers and live radio remotes at two locations prior to the weekend to announce special Camel powered car and driver appearances at these two stores (which drew huge crowds).

I was uncertain of the success of the promotion until I got to the Rockingham Raceway on Saturday and saw all the Camel T-shirts being worn by the spectators over the weekend. This T-shirt was only available at the sixty (60) Pantry's participating – and judging by the number in the crowd, we got our money's worth.

**1996 NHRA WINSTON DRAG RACING
NATIONAL EVENT SCHEDULE**

Date	Race	Location
Feb. 1-4	Chief Auto Parts Winternationals	Pomona, CA
Feb. 22-25	ATSCO Nationals	Phoenix, AZ
Mar. 14-17	MAC Tools Gatornationals	Gainesville, FL
Mar. 28-31	Slick 50 Nationals presented by Western Auto	Houston, TX
Apr. 12-14	Winston Select Invitational	Rockingham, NC
Apr. 18-21	FRAM Nationals	Atlanta, GA
May 2-5	Virginia Nationals	Richmond, VA
May 16-19	MOPAR Parts Nationals	Englishtown, NJ
June 6-9	Oldsmobile Springnationals	Columbus, OH
June 20-23	Mid-South Nationals	Memphis, TN
July 4-7	Western Auto Nationals presented by Slick 50	Topeka, KS
July 18-21	MOPAR Parts Mile-High Nationals	Denver, CO
July 26-28	Autolite Nationals	Sonoma, CA
Aug. 2-4	Northwest Nationals	Seattle, WA
Aug. 15-18	Champion Auto Stores Nationals	Brainerd, MN
Aug. 28-Sept. 2	U. S. Nationals	Indianapolis, IN
Sept. 12-15	Pioneer Electronics Keystone Nationals	Reading, PA
Sept. 26-29	Sears Craftsman Nationals	Topeka, KS
Oct. 10-13	Chief Auto Parts Nationals	Dallas, TX
Oct. 24-27	Winston Select Finals	Pomona, CA



Schedule subject to change.

51858 4560

WINSTON DRAG RACING

CONTACTS FOR MORE INFORMATION

Account Sponsorships & Special Activities at the Track.....	}	Larry Prillaman (910) 741-2907
Driver Dinners and Appearances at Retail		Mary Reynolds (910) 741-4957
Special Signage at the Track.....		Larry Haney (910) 741-6672
Race Schedule and Track Information		Rick Hauser (910) 741-6486
Simulator Schedule		Jim Foreman (910) 741-6482
Top Fuel and Funny Car Dragster Schedule.....		Bobby Masten (910) 741-6481
Retail Events		Steven O'Leary (910) 741-3466
Allocated Retail Premiums.....		Steven O'Leary (910) 741-3466
Interior/Exterior Signage		Steven O'Leary (910) 741-3466
Inflatable Winston and Camel Pack Schedule		Steven O'Leary (910) 741-3466
Direct Mail Opportunities with Retailer		K. Wadia (910) 741-7004
		Jacque McLaurin (910) 741-4382

Please Note: If any of your proposals require funding, please contact your sales area office.

**SMOKIN' JOE'S
HYDROPLANE RACING**

**SMOKIN' JOE'S
HYDROPLANE RACING**

51858 4562

Sanctioned by the Unlimited Hydroplane Racing Association. As in flat-out, plume-throwing, rock-the-bass-boat water missiles (going over 200 mph). Approximately a dozen major races per year nationwide. Major crowds as well. And Mark Tate, Smokin' Joe's driver, has won three Driver's Championships in the Nineties.

Of course, that's just the surface. Here are the special ways you can enhance your partnership with key accounts.

ACCOUNT SPONSORSHIPS & SPECIAL ACTIVITIES

1. Dinner with Smokin' Joe's Driver

Reserving a table AND Driver's Champion Mark Tate is a great way to treat a customer. Everyone can relax, relate, and ask technical questions like, "How many G's do you pull in a turn?"

2. Hospitality Tent at Race Site

A catered cabana by the water. Invite a group of customers from one or more accounts to watch our pilot take on the field. Exclusive use of the hospitality tent is available on Saturdays at the discretion of Field Sales.



3. Sponsor Identification on Smokin' Joe's Hydroplane

If you really want to bring an account on board, how about a 18" x 24" area on Smokin' Joe's Hydroplane for the customer's logo/name? It's free advertising; it also says partnership.

4. Honorary Crew Member of Smokin' Joe's Racing Team

For the customer who'd like to be totally immersed in the racing experience – a working role as an

actual crew member. A super reward for a special account. And there are no tires to change.

5. Title Rights to a Major Race \$

Excellent opportunity for a chain account to reap enormous advertising, retail and PR benefits in a market – with a ripple effect at the regional and national levels. And attendance at the top events continues to grow.

6. Special Signage at Race Site \$

Your customer can make an impressive splash in front of thousands of fans for little cost. We'll place special banners bearing his name/logo in high-visibility locations.

7. Sponsorship of a Heat Race \$

Heat races determine starting positions for the final. By sponsoring a heat, your account wins center-stage attention at the race site, with signage and public-address recognition.

8. Sponsorship of Pit Area or Special Events \$

Your account can capture high-profile signage in the race's pit area – or public-address recognition for a special event such as a fireworks display.

Opportunities vary at each race.

RETAIL PROMOTION OPPORTUNITIES

1. Camel Motorsports Simulator



Puts your account in the spotlight – and his customers in the driver's seat, literally. Approximately five minutes of nonstop stock car, dragster, hydroplane and motorbike thrills. This is promotion at its technological best. Special pasters and newspaper ad slicks are available.

2. Race Driver Appearance

Special at-retail appearance and autograph session by our Smokin' Joe's Hydroplane drivers. Works great with one or more other components from this menu – creating a powerful combination of retail presence and sales incentive. Pastors and newspaper ad slicks are available.

3. Retail Event

Combine our special-events tent with a Show Car and/or Simulator, plus your personal selling – and watch your key account's sales go ballistic. (Contact your Regional Manager about available bulk-pack premiums.)

4. Allocated Retail Premiums

Use your allocated Sports Marketing premiums to launch high-impact promotions that lead directly to higher volume.

5. Interior/Exterior Signage

Heighten awareness and excitement for your event with an eye-grabbing combination of indoor and outdoor presence.

- Smokin' Joe's Racing Danglers, Pennant Ropes and/or Banners
- Joe Camel Standee

Contact your ROU to order your presence kit.

6. Inflatable Camel Cigarette Pack

A whale of a humpback. This gigantic Camel pack is 15 feet tall when inflated. Imagine it dominating the promotional skyline and drawing customers to the site.

7. Direct Mail Opportunities 

Targeted mailers can pull more customers into specific store locations. By tying-in with RJR, your qualifying retailer can deliver promotional offers and announcements directly to smokers' mailboxes.

PROVEN RETAIL RESULTS

Here's the proof. The reward for all the effort. Actual examples of how Smokin' Joe's Hydroplane Racing sponsorships, activities and promotions can strengthen your retail relationships and dramatically accelerate RJR brand sales.

Texas Hydrofest, Lewisville, TX

Stan Driskell, Reg. Sales Manager

- Our 3 P's were achieved in over 95 retail calls in the following manner. We effectively sold over 85 cases of additional Camel product to retail, while placing over 14,000 Camel premiums. Additionally, we successfully placed 158 floor base/dump bins and 42 additional package displays.

Duane Williams, Reg. Oper. Manager

- It was simply amazing the way we were able to leverage this event to build our business, and it was also amazing the way the local retailers got into supporting this local event...they allowed us to place displays and advertising which during normal times they may not.

APBA Detroit Gold Cup, Detroit, MI

Don Knoll, Reg. Sales Manager

- Accounts such as Hop-In have really liked having their name on the Smokin' Joe's Hydroplane. It gives them a lot of great exposure and it's good business for us.

**1996 UNLIMITED HYDROPLANE
RACING ASSOCIATION SCHEDULE**

Date	Race	Location
May 3-5	Gila River Casino Cup	Phoenix, AZ
May 31-June 2	Chrysler/Jeep APBA Gold Cup	Detroit, MI
June 7-9	Kansas City Hydrofair	Kansas City, MO
June 21-23	Texas Hydrofest	Dallas, TX
June 28-30	Pontiac Thunder on the Ohio	Evansville, IN
July 5-7	Budweiser Indiana Governor's Cup	Madison, IN
July 26-28	Budweiser Columbia Cup	Tri-Cities, WA
Aug. 2-4	Texaco Cup at SEAFair	Seattle, WA
Aug. 9-11	Canadian Cup	Kelowna, BC
Sept. 13-15	Bayfair Muncey Cup	San Diego, CA
Oct. 11-13	JN Automotive Hydrofest	Honolulu, HI



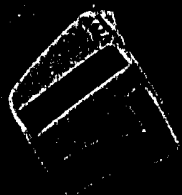
51858 4566

Schedule subject to change.

CONTACTS FOR MORE INFORMATION

Account Sponsorships & Special Activities at the Track.....	}	Larry Prillaman (910) 741-2907
Driver Dinners and Appearances at Retail.....		Mary Reynolds (910) 741-4957
Special Signage at the Track.....		Larry Haney (910) 741-6672
Race Schedule and Track Information.....		Mark Reaves (910) 741-6489
Simulator Schedule.....		Jim Foreman (910) 741-6482
Retail Event.....		Steven O'Leary (910) 741-3466
Allocated Retail Premiums.....		Steven O'Leary (910) 741-3466
Interior/Exterior Signage.....		Steven O'Leary (910) 741-3466
Inflatable Winston and Camel Pack Schedule.....		Steven O'Leary (910) 741-3466
Direct Mail Opportunities with Retailer.....		K. Wadia (910) 741-7004
		Jacquie McLaurin (910) 741-4382

Please Note: If any of your proposals require funding, please contact your sales area office.



**S M O K I N ' J O E ' S
S U P E R B I K E R A C I N G**

51858 4568

S M O K I N ' J O E ' S
S U P E R B I K E R A C I N G

SMOKIN' JOE'S SUPERBIKE RACING

American Motorbike Association racing. Very hot. Twelve major events per year. Two Smokin' Joe's bikes compete in both the 600cc Supersport and Superbike classes. Riders: Steve Crevier and Miguel Duhamel – the man who won the AMA 600cc Supersport and Superbike Championships in 1995.

Here's how to take advantage of these events to create closer ties with your retailers. Do we hear the wheels turning?

ACCOUNT SPONSORSHIPS & SPECIAL ACTIVITIES

1. Dinner with a Smokin' Joe's Rider

Straddle a comfortable restaurant chair, kick-start the conversation, and settle back for a smooth evening with a favorite customer – and one or both of Camel's talented riders.

2. Golf Outings with Smokin' Joe's Riders

A chance to negotiate a quieter course with your customer and our Smokin' Joe's riders. We'll help you put together a memorable round of golf in terms of the foursome. The score, we can't control.

3. Hospitality at the Track

Cater to one (or several) of your best retailers with a day at the track, good eats and great competition. They'll appreciate the fact that you throw a party as aggressively as you pitch our brands.

4. Honorary Crew Member of Smokin' Joe's Racing Team

Save it for somebody special. Because this is up-close racing with earplugs and no training wheels. Down-in-the-trenches team support for our Smokin' Joe's superbike. Who'll do the honors?



5. Signage at the Track **\$**

High-visibility banners bearing your account's name/logo. In strategic positions around the racetrack. Great advertising for the customer. Lots of points for you.

\$ Cost involved.

51858 4569

American Motorbike Association racing. Very hot. Twelve major events per year. Two Smokin' Joe's bikes compete in both the 600cc Supersport and Superbike classes. Riders: Steve Crevier and Miguel Duhamel – the man who won the AMA 600cc Supersport and Superbike Championships in 1995.

Here's how to take advantage of these events to create closer ties with your retailers. Do we hear the wheels turning?

ACCOUNT SPONSORSHIPS & SPECIAL ACTIVITIES

1. Dinner with a Smokin' Joe's Rider

Straddle a comfortable restaurant chair, kick-start the conversation, and settle back for a smooth evening with a favorite customer – and one or both of Camel's talented riders.

2. Golf Outings with Smokin' Joe's Riders

A chance to negotiate a quieter course with your customer and our Smokin' Joe's riders. We'll help you put together a memorable round of golf in terms of the foursome. The score, we can't control.

3. Hospitality at the Track

Cater to one (or several) of your best retailers with a day at the track, good eats and great competition. They'll appreciate the fact that you throw a party as aggressively as you pitch our brands.

4. Honorary Crew Member of Smokin' Joe's Racing Team

Save it for somebody special. Because this is up-close racing with earplugs and no training wheels. Down-in-the-trenches team support for our Smokin' Joe's superbike. Who'll do the honors?



5. Signage at the Track

High-visibility banners bearing your account's name/logo. In strategic positions around the racetrack. Great advertising for the customer. Lots of points for you.

51858 4570

RETAIL PROMOTION OPPORTUNITIES

1. Camel Motorsports Simulator

Suddenly, your retailer's parking lot is a superspeedway, a short track, a drag strip, a lake and a motorbike course. And customers are lining up for a five-minute, flat-out ride on all of the above. A special paster and newspaper ad slick are also available.

2. Superbike Rider Appearance

An on-site autograph session featuring one of our Smokin' Joe's riders. It's a crowd-drawing opportunity to conduct personal selling – and sign up new converts to the RJR brand franchise. Paster and newspaper ad slick are also ready for action.

3. Retail Event

Set up our special-event tent alongside the Simulator – plus your personal selling. Key accounts will be thrilled. (Contact your Regional Manager for availability of bulk-pack premiums.)

4. Allocated Retail Premiums

Your allocated Sports Marketing premiums are a powerful way to drive up store volume. And ride roughshod over competitors. In selected retail accounts.

5. Interior/Exterior Signage

Crank up the awareness and presence of your event by creating visual excitement in-store and out, courtesy of the following:

- Smokin' Joe's Racing Danglers, Pennant Ropes and/or Banners
- Joe Camel Standee

Contact your ROU to order your presence kit.

6. Inflatable Camel Pack

No, that's not a new building. It's the gigantic, inflatable Camel pack. As in 15 feet tall. Designed to stand out from the competition and help your account's sales hit new heights.

7. Direct Mail Incentives 

Have your retailer tie-in with RJR to communicate your event/offer via mailbox. This approach not only boosts traffic, but also allows your retailer to direct the traffic to specific stores.

PROVEN RETAIL RESULTS

Here's the proof. The reward for all the effort. Actual examples of how Smokin' Joe's Super Bike Racing sponsorships, activities and promotions can strengthen your retail relationships and dramatically accelerate RJR brand sales.

Laguna Seca Raceway

Greg Swierczek, Special Accounts Mgr.

SME called the San Francisco Region and asked if they could assist us by providing a Camel Super Bike race sponsorship to a key player in our market. Rotten Robbie was the first account that came to mind.

Rotten Robbie is a dominant player in the region's critical convenience/gas segment. Their support of our retail programs is critical because many of their competitors view them as a bellwether operation.

After some discussion, SME's Mark Reaves put together a schedule of events that was unbelievable.

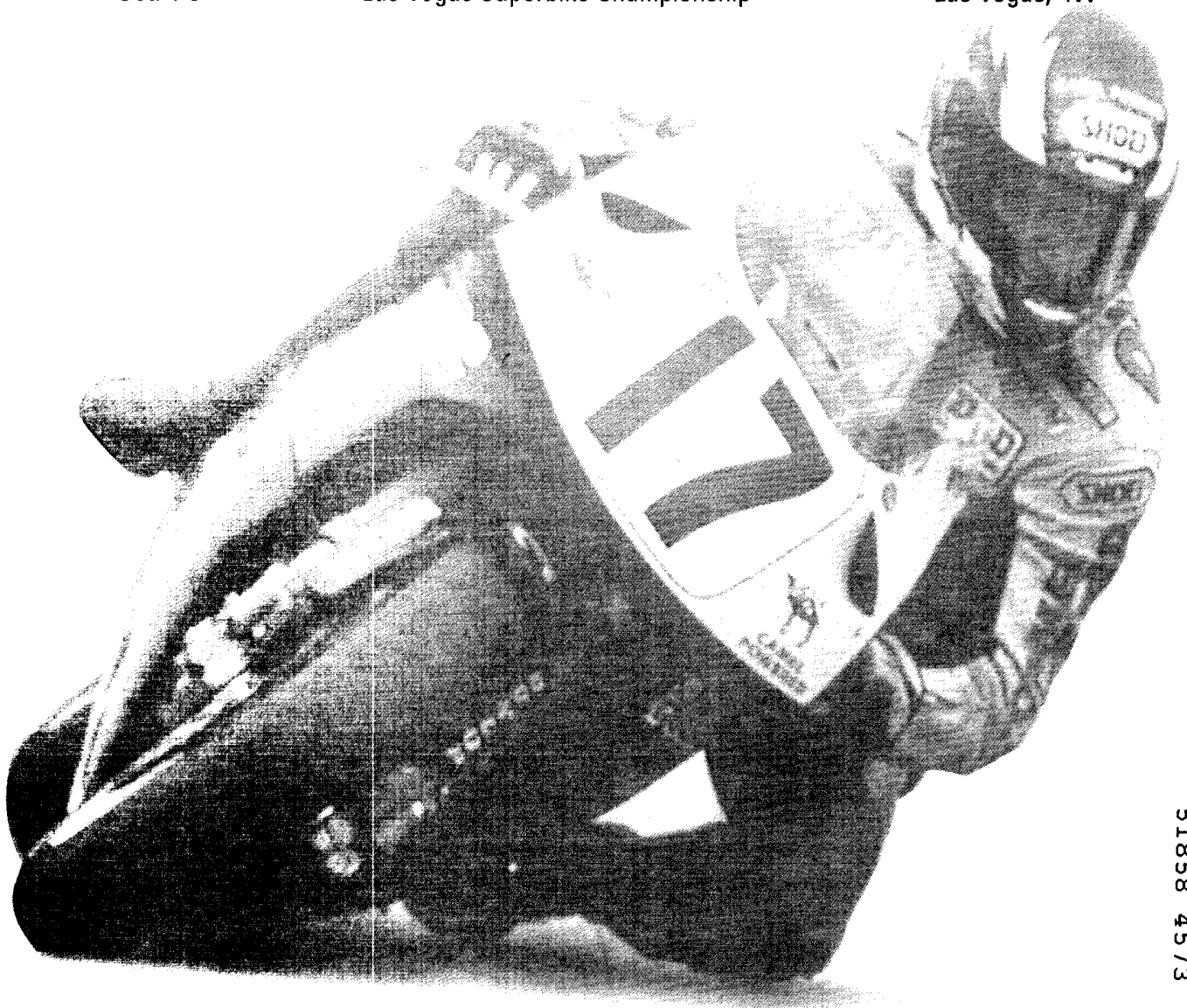
- Golf outing with key Rotten Robbie personnel, team rider Miquel Duhamel, team owner Martin Adams and RJR personnel.
- Dinner with key Rotten Robbie management, team riders Miquel Duhamel and Mike Hale, team owner Martin Adams and RJR personnel.
- Autograph session with Miquel Duhamel and Mike Hale at a Rotten Robbie location.
- VIP treatment for all Rotten Robbie personnel at Laguna Seca Raceway during the two-day event.

In return, RJR received the following benefits: Rotten Robbie's refusal of PM's exclusive contract. Rotten Robbie's funding RJR's price gap strategy prior to the event, developing POS that advertised the race, and retaining RJR's private label Focus brand as their EDLP.

Rotten Robbie's management was so impressed with the quality and quantity of exposure this event provided, they asked to be part of any future RJR SME events.

1996 AMA SUPERBIKE SCHEDULE

Date	Race	Location
Mar. 7-10	Camel Motorcycle Week	Daytona Beach, FL
Apr. 19-21	LA Superbike Challenge	Pomona, CA
Apr. 26-28	Toyota Grand Prix of Laguna Seca	Monterey, CA
May 17-19	Miami Motorcycle Grand Prix	Miami, FL
May 31-June 2	Honda Supercycle Weekend	Lexington, OH
June 7-9	Coca-Cola Classic	Elkhart Lake, WI
June 14-16	Loudon Camel Classic	Loudon, NH
July 12-14	Suzuki Classic	Brainerd, MN
July 19-21	World Superbike Championship-USA Round	Monterey, CA
Sept. 20-22	McGraw Insurance Challenge	Sonoma, CA
Sept. 27-29	Firebird Superbike Grand Prix	Phoenix, AZ
Oct. 4-6	Las Vegas Superbike Championship	Las Vegas, NV



51858 4573

Schedule subject to change.

CONTACTS FOR MORE INFORMATION

Sponsorships & Special Activities at the Track	}	Larry Prillaman (910) 741-2907
Driver Dinners and Appearances at Retail.....		Mary Reynolds (910) 741-4957
Special Signage at the Track.....		Larry Haney (910) 741-6672
Race Schedule and Track Information.....		Mark Reaves (910) 741-6489
Simulator Schedule		Jim Foreman (910) 741-6482
Retail Event		Steven O'Leary (910) 741-3466
Allocated Retail Premiums.....		Steven O'Leary (910) 741-3466
Interior/Exterior Signage		Steven O'Leary (910) 741-3466
Inflatable Winston and Camel Pack Schedule.....		Steven O'Leary (910) 741-3466
Direct Mail Incentives.....		K. Wadia (910) 741-7004
		Jacque McLaurin (910) 741-4382

Please Note: If any of your proposals require funding, please contact your sales area office.