

ATTACHMENT A

R.J. REYNOLDS SALES INFORMATION PROGRAM

Corporate Information Services has developed a program to provide R.J. Reynolds with the requested information. Reporting requirements were sent to DP Managers by Ken Hayden, at corporate staff, on September 27, 1993.

It is each division's responsibility to comply with R.J. Reynolds reporting requirements.

Grocery Merchandising Managers are responsible for providing the DP Manager with a list of retailers. Note that in 1994, R.J. Reynolds requires reporting purchases of ALL retail customers for ALL brands. Transmission of this information must begin the first week of January 1994. If your division wants information releases signed by retailers, you will have to accomplish that before January 1, 1994.

All sales information received by R.J. Reynolds will remain confidential. In the future, R.J. Reynolds will provide each division with category analysis reports.

The following divisions have not begun sales transmission as of the week of November 15, 1993:

Kansas City	San Antonio	Hawaii
Topeka	Sacramento	Portland
Lincoln	Fresno	Massillon