



SENT VIA E-MAIL

February 25, 1998

R. F. KANE
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To: All Managers

Subject: 1998 Brand Share Goals / Marlin ***“Revised ~ AGAIN”***

Ladies and Gentlemen:

Please be advised that in 1998, both Full-Price and Savings Brand performance will be measured by Share of Category. This will be compared against May/June through December, 1997 Share of Category performance. As information our specific Brand Share of Category goals are as follows:

Camel - grow SOC by .44
Winston - grow SOC by .15
Full Price Goal -.08

\geq Combined Winston/Camel SOC +.59

Doral - grow SOC by 1.13

Please share this information with your Division personnel.

When developing your 1998 Business Plans / Account Goals, you should use Share of Category for both Full Price and Savings as your measurement in completing these reports.

Should you have any questions, please call.

Sincerely,

Rich

R. F. Kane

RFK/nsk

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