

December 15, 1999

Mr. Kyle A. Hill  
3450 Custer Street  
Cincinnati, OH 45208

Dear Mr. Hill:

We appreciate your notifying us that your daughter's name is on our mailing list. It has been removed. We take these matters very seriously and act on them immediately. We do not want our mailings going to anyone under 21 years of age.

Since our printing and production schedules are prepared in advance, additional mailings may be received over the next few weeks. However, should your daughter continue to receive such mailings, please write to me personally and send the address label from the mailing. The account number above the name will enable me to check for possible duplicate entries in our computer system. Or, if you prefer, you can call me at 1-800-778-5055. Please call Monday - Friday between the hours of 8:00 am - 6:00 pm EST.

Restricting access to our mailing list is extremely important to us. As information, the only names on our mailing list are those of people who have certified that they are smokers 21 years of age or older and that they want to receive our mailings. In addition, we independently verify that these certified smokers are 21 years of age or older. We do not buy or rent consumer lists that were developed for other purposes (for example, magazine subscriber lists). Through these systematic efforts, we have minimized the possibility of minors being on our mailing list. As a final precaution, we make it easy to contact us and remove a name from our mailing list. We act on these requests immediately.

I am enclosing a copy of the document from which we added Jennifer Hill's name to our mailing list. It appears there was a keying error and Hill was keyed as Hall.

Thank you for making us aware of your situation.

Sincerely,

*Ginger Coe*

Ginger Coe  
Public Information

November 30, 1999

Mr. Kyle A. Hill  
3450 Custer Street  
Cincinnati, OH 45208

Dear Mr. Hill:

We appreciate your notifying us that your <sup>daughter's</sup> child's name is on our mailing list. It has been removed. We take these matters very seriously and act on them immediately. We do not want our mailings going to anyone under 21 years of age.

Since our printing <sup>may be</sup> and production schedules are prepared in advance, ~~you may receive~~ additional mailings <sup>daughter</sup> over the next few weeks. However, should your ~~name~~ continue to receive such mailings, please write to me personally and send the address label from the mailing. The account number above the name will enable me to check for possible duplicate entries in our computer system. Or, if you prefer, you can call me at 1-800-778-5055. Please call Monday - Friday between the hours of 8:00 am - 6:00 pm EST.

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I am enclosing a copy of the document from which we added Jennifer Hill's name to our mailing list.

Thank you for making us aware of your situation.

Sincerely,

*Ginger Coe*

Ginger Coe  
Public Information

*It appears there was a keying error & Hill was keyed as Hill.*

November 12, 1999

To Whom It May Concern,

I do not know where you got the name of our daughter. The name on the address is not even our name, although the address is correct.

I think it is insulting that you assume she is a smoker...as a matter of fact, she is not even old enough to legally purchase cigarettes in the State of Ohio.

It is doubly insulting that I must spend 33-cents and my time to get OFF your mailing list. If you have enough money to send your propaganda, I believe you have enough money to reimburse me for the postage.

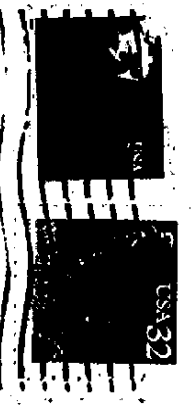


Kyle A. Hill  
3450 Custer Street  
Cincinnati, Ohio 45208



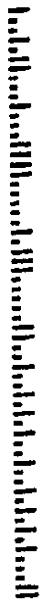
Kyle and Diane Hill  
3450 Custer Street  
Cincinnati, Ohio 45208

52273 9499



Mailing List  
P>O> Box 345  
Winston-Salem, NC 27102-0345

27102-0345



Offer restricted to smokers 21 years of age or older

**sign me up!**

Please Print

name

JENNIFER HILL

M

(1)

street 3950 CUSTER ST

city CINCINNATI state OH zip 45208

phone | | WVA

photo ID# RC389AKK drivers license  state ID  passport

The following information is required to make sure you don't miss any of our mailings or invitations.

date of birth mth 6 dy 22 yr 77

today's date mth 1 dy 31 yr 99

your usual brand CAMEL

BPG

FLAVOR: Menthol  Non-menthol

LENGTH:  Non-filter  Filter/King 100's (long)

STYL:  Lights  Full Flavor  Hard Pack

Mediums  Ultra Lights/Ultrass  Soft Pack

How many times (is your last ten cigarette purchases) did you buy your usual brand? 5

2nd choice WASTON

I certify that I am a smoker, that I am 21 years of age or older, and that I want to receive offers, premiums, coupons or free cigarettes that may be sent to me in the mail or given to me in person. I understand that giving false information in order to accept these offers may constitute a violation of law.

signature Jennifer Hill

venue name

MAD FROG

City Code

venue code

agents initials  
BPH

BPL