

CARLTON — CARTON PROMOTION

PROMOTION DATE: July 8, 1996 - July 19, 1996

PROMOTION: 30 Cartons - 3 Styles of Carlton \$2.00 Factory Banded Product

PACKING: 10 Cartons of Carlton King, 10 Cartons of Carlton 100's and 10 Cartons of Carlton 100 Box. Assembled in a 30/45 Carton Prepack Shipper.

CONSUMER OFFER: \$2.00 Off Per Carton.

PROGRAM OVERVIEW

- ✓ In order to monitor the success of this program each distributor must build and presell all displays by July 17, 1996 and contact your Brown & Williamson representative to verify assembled display quantities and furnish a store list of targeted calls, prior to shipment to retail. These steps are necessary for us to monitor the impact at retail, in addition to ensuring future similar programs.
- ✓ Each display should be assembled with 10 cartons of Carlton Kings, 10 cartons of Carlton 100's and 10 cartons of Carlton Box 100's and placed in the Pre-Pack Carton Shipper Display - with a total of 30 cartons.
- ✓ Shipper displays will be shipped to your warehouse to match product allocation.
- ✓ \$12.00 per case assembly will be paid to the Distributor.
- ✓ \$10.00 per floor display selling allowance will be paid to all distributors. This can be utilized as an incentive for your sales force or retailers to induce program participation.
- ✓ Invoice retailer \$60.00 OR \$70.00 off per floor display.
- ✓ You will be paid \$16.00 for each display sold according to program guidelines.

IMPORTANT NOTE:

Failure to adhere to these guidelines will result in the termination of the right to participate in future promotions.

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