

NEWS RELEASE from LORILLARD

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*8/25/80 -
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Ridgway's office in
error in title &
Tom mau -
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FOR IMMEDIATE RELEASE

LORILLARD NEWPORT VAN IS 'REFRESHING'

APPROACH TO CIGARETTE SAMPLING

NEW YORK, June 20 -- Lorillard is debuting an innovative method of sampling its Newport brand cigarettes, Tom H. Mau, Vice President - Marketing, announced today (June 10).

The new approach to sampling takes the form of a \$30,000 custom-designed NEWPORT VAN which will begin covering the New York metropolitan area beginning the week of June 16th.

According to Mr. Mau, the van will ease the problem of covering large geographical areas where the conventional on-the-street sampling method is not efficient. Thus, he added, many more consumers will be reached in a shorter period of time.

Over 1,000 man-hours went into the building of the NEWPORT VAN by MacGregor's Custom Coach Inc., the equivalent of a half-year's labor. The interior is padded and carpeted and is equipped with an air conditioner that runs on its own generator, keeping it energy efficient. The van has also been fitted with an internal and external stereo system.

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LORILLARD NEWPORT VAN IS 'REFRESHING'.../2

Newport cigarettes recently added a low-tar box brand to the franchise and sales for the total brand are +15 percent over last year's sales record.

James Rowe is the Lorillard Brand Manager for NEWPORT and Ed Ricci of MCA Advertising is the account manager. All-Ways Advertising Co. is coordinating the sampling program

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