

MID VALLEY OIL COMPANY, INC. / P.O. BOX 4092, NEW WINDSOR, NY 12550 · (914) 561-4019

DENNIS J. RYLEY
PRESIDENT

February 19, 1997

To: All Store Managers
From: Ms. P. Kowatch
Subject: LORILLARD "NEW" STYLE LOW PRICE

Please be advised that Lorillard will be changing both the packaging, and pricing of all Style Cigarettes as of 5/5/97. The "New" Low Price Styles will be available through Tripi FGoods and Standard at that time.

Style will be repositioned from the Full Price to the Branded Generic Price Category. This will offer Style consumers an "Everyday Low Price"

During the next few months, Lorillard Sales Rep's will continue to coupon Full Price Style with 50 cent per pack coupons.

The existing Style Full Price cigarettes will not be available after March 10, 1997. This will give us 7-weeks to sell out of these and make way for "Low Price Style".

Sales Rep's will monitor your Full Price Styles during this time and assist you in selling these items through.

After May 5, 1997 Lorillard will be offering Special Promotions for the "New Low Price Styles".

Thanking you in advance for your cooperation.



cc: Frank Alessio-Lorillard
Tripi Foods
Standard

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