



KOOL Fall Promotion

Program Dates: 10/3/94 - 12/31/94

Strategy: Franchise Reward

Programs:	Coupons/VPR's:	\$.20, \$.30, \$.40, \$2.00, \$3.00, & \$4.00
	B2G1F:	Kings, 100's, Box and Mild Kings
	\$.40 SIP:	Kings, 100's, Box and Mild Kings
	Channel Marketing:	Buy Two Packs Get Coffee Free
		Buy Two Packs Get Soft Drink Free
		Buy Three Packs Get A Gallon of Gas Free

Coupons, VPR's and \$.40 SIP will work the same way as with the Summer Promotion, except that the SIP product will have a new UPC code on the packs so that you can use them in stores that scan. The B2G1F program will consist of one factory-banded B1G1F deal merchandised in a sleeve along with one "live" pack. Pre-Pack displays will be shipped along with the B1G1F product, the same way they did during the March B1G1F promotion. Each display will hold thirty deals (ninety total packs). Therefore, ten displays will be shipped with each 12M case of B1G1F. Keep in mind any possible space limitations at the distributor level and order accordingly. Since this is a franchise retention program, the amount of each style of B2G1F and SIP ordered should closely mirror the percentage of overall KOOL market share in your section.

The Channel Marketing programs are new items that will require some planning before submitting your final menus. Each deal will consist of a tape-on card with "live" product and a coupon for a free item attached. The cost of each program will differ from retailer to retailer depending on the agreed upon cost of each "free" item. You have the option to discount the product in conjunction with the offer, however you should not exceed a total spend of fifty cents per pack (i.e. a two pack deal for a cup of coffee costing us sixty cents would allow for a maximum of twenty cents per pack of discounting). The three "free" items available will be a large cup of coffee with a two pack purchase, a large soft drink with a two pack purchase, and a gallon of gas with a three pack purchase. Please see the attached sheets to get an idea of how the promotions will work. These cards can also be customized to be chain-specific. However, we ask that you limit any requests for customized cards to those chains with 200 or more stores. In addition, program-specific POP will be available to help communicate these offers. We will survey at a later date to determine the amount of cards and POP that you will require.

BY 17879

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PROMOTION BUDGET MENU ALLOCATIONS AND SHIPPING INSTRUCTIONS
1994

MOCK FALL PROMOTION INSERT SECTION NAME HERE	CASH COST/ PACK	CASH CASE	QTY REQUIRE	BUDGET TOTAL COST	2ND QUARTER										SSM SECT	TOTAL QUANTITY							
					A	B	C	D	E	F	G	H	I	J			K	L					
COUPON BUDGET \$																							
CORPORATE MATERIALS REQUIREMENTS																							
\$ 20 PACK COUPON	100	\$27.45	900	0																			
\$ 30 PACK COUPON	100	\$39.45	0	0																			
\$ 40 PACK COUPON	100	\$41.45	0	0																			
\$2.00 CARTON COUPON	100	\$100.45	0	0																			
\$3.00 CARTON COUPON	100	\$220.45	0	0																			
\$4.00 CARTON COUPON	100	\$240.45	0	0																			
VINT BUDGET \$																							
STY BOWEN BUDGET																							
CHANNEL MARKETING FUNDS																							
Under Review - STOCK																							
MOCK KING STICK	60	\$219.30	0	0																			
MOCK 100 B/200	60	\$219.30	0	0																			
MOCK 80M B/200	60	\$219.30	0	0																			
MOCK MILD KING/200	60	\$219.30	0	0																			
MOCK KING SIP \$ 40	60	\$240.00	0	0																			
MOCK 100 SIP \$ 40	60	\$240.00	0	0																			
MOCK BOX SIP \$ 40	60	\$240.00	0	0																			
MOCK MILD KING SIP \$ 40	60	\$240.00	0	0																			
TOTAL COUPON BUDGET \$																							
TOTAL STICK BUDGET \$																							
TOTAL																							
				WORKING VARIANCE																			

1:154MREDBLD MEMTRANS #MOOFALL WK1

KOOL FALL PROMOTION SPEND

SECTION	FORECASTED 12M CASES	% OF 1994 KOOL SALES	PROMOTION DOLLARS
1	21,774	1.85%	\$286,486
2	26,033	2.21%	\$342,523
3	36,220	3.07%	\$476,556
4	31,999	2.72%	\$421,019
5	55,333	4.70%	\$728,031
6	<u>43,785</u>	<u>3.72%</u>	<u>\$576,091</u>
NORTHEAST	215,144	18.26%	\$2,830,708
7	36,618	3.11%	\$481,793
8	36,895	3.13%	\$485,437
9	28,212	2.39%	\$371,193
10	54,544	4.63%	\$717,650
11	47,304	4.02%	\$622,391
12	<u>50,130</u>	<u>4.26%</u>	<u>\$659,574</u>
SOUTHEAST	253,703	21.54%	\$3,338,039
13	47,875	4.06%	\$629,904
14	53,064	4.50%	\$698,177
15	75,774	6.43%	\$996,979
16	80,779	6.86%	\$1,062,831
17	33,691	2.86%	\$443,282
18	<u>21,898</u>	<u>1.86%</u>	<u>\$288,118</u>
NO. CENTRAL	313,081	26.58%	\$4,119,291
19	31,201	2.65%	\$410,520
20	85,338	7.24%	\$1,122,815
21	37,851	3.21%	\$498,016
22	30,075	2.55%	\$395,705
23	24,846	2.11%	\$326,906
24	<u>40,438</u>	<u>3.43%</u>	<u>\$532,054</u>
SO. CENTRAL	249,749	21.20%	\$3,286,015
25	19,544	1.66%	\$257,146
26	23,419	1.99%	\$308,130
27	15,345	1.30%	\$201,898
28	21,681	1.84%	\$285,263
29	21,165	1.80%	\$278,474
30	26,218	2.23%	\$344,957
31	<u>19,007</u>	<u>1.61%</u>	<u>\$250,080</u>
WEST	146,379	12.43%	\$1,925,948
TOTAL	1,178,056	100%	\$15,500,000

87 17881

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KOOL

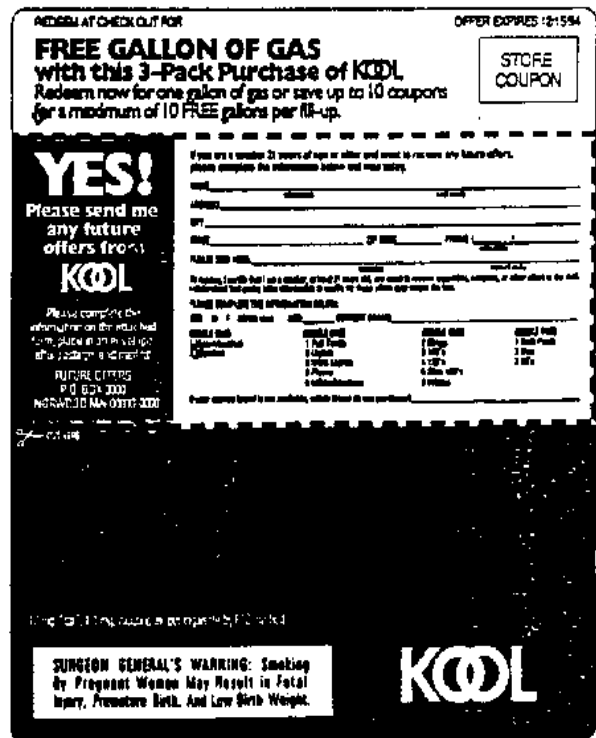
Channel Marketing Pack Offer

"FREE GALLON OF GAS"

CONFIDENTIAL MINNESOTA TOBACCO LITIGATION



FRONT



BACK

B7 17882

CONFIDENTIAL MINNESOTA TOBACCO LITIGATION

KOOL CHECK IT OUT

REDEEM AT CHECK OUT

FREE GALLON OF GAS
with this 3-Pack Purchase of KOOL

Redeem now for one gallon of gas
or save up to 10 coupons for a maximum of
10 FREE gallons per fill-up.



The image shows three packs of KOOL Super Longs 100's Menthol Filters cigarettes. Each pack is white with a black border and features the KOOL logo in a black box at the top. Below the logo, the words "Super Longs" are written in a cursive font. At the bottom of each pack, it says "100's MENTHOL FILTERS".

REDEEM AT CHECK OUT FOR

OFFER EXPIRES 12/15/94

FREE GALLON OF GAS with this 3-Pack Purchase of KOOL

Redeem now for one gallon of gas or save up to 10 coupons
for a maximum of 10 FREE gallons per fill-up.

STORE
COUPON

YES!

Please send me
any future
offers from

KOOL

Please complete the
information on the attached
form, place in an envelope,
affix postage, and mail to:

FUTURE OFFERS
P.O. BOX 0000
NORWOOD MIN 00000 0000

If you are a smoker 21 years of age or older and want to receive any future offers,
please complete the information below and mail today.

NAME _____
FIRST NAME LAST NAME

ADDRESS _____

CITY _____

STATE _____ ZIP CODE _____ PHONE (____) _____

PLEASE SIGN HERE: _____
DATE

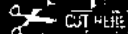
By signing, I certify that I am a smoker, at least 21 years old, and want to receive cigarettes, coupons, or other offers in the mail.
I understand that giving false information to qualify for these offers may violate the law.

PLEASE COMPLETE THE INFORMATION BELOW:

SEX: M F (Circle one) AGE: _____ CURRENT BRAND: _____

- | | | | |
|---------------|----------------|--------------|--------------|
| (CIRCLE ONE) | (CIRCLE ONE) | (CIRCLE ONE) | (CIRCLE ONE) |
| 1 Non-Menthol | 1 Full Taste | 2 Kings | 1 Soft Pack |
| 2 Menthol | 2 Lights | 3 100's | 2 Box |
| | 3 Ultra Lights | 4 120's | 3 25's |
| | 5 Plains | 6 Slim 100's | |
| | 8 Reds/Medium | 8 Wides | |

If your current brand is not available, which brand do you purchase?



©1994 B&W T Co.

17 mg. "tar", 1.1 mg. nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.**

KOOL

CONFIDENTIAL MINNESOTA TOBACCO LITIGATION

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KOOL

Channel Marketing Pack Offer

"FREE SOFT DRINK"

CONFIDENTIAL MINNESOTA TOBACCO LITIGATION



FRONT

REDEEM AT CHECK OUT FOR

FREE SOFT DRINK
Good for One Large Soft Drink
with this 2-Pack Purchase of KOOL

OFFER EXPIRES 12/31/94

STORE COUPON

YES! Please send me any future offers from KOOL

Please complete the information on the attached form below, attach an invoice after purchase, and mail to: FUTURE OFFERS, P.O. BOX 8000, MINNAPACK, MN 55000-0800

If you are a smoker 21 years of age or older and want to receive any future offers, please complete the information below and mail today.

NAME:

ADDRESS:

CITY:

STATE: ZIP CODE: PHONE:

PLEASE SIGN HERE:

By signing, I certify that I am a smoker, at least 21 years old, and want to receive cigarettes, coupons, or other offers in the form I understand that giving false information to qualify for these offers may violate the law.

PLEASE COMPLETE THE INFORMATION BELOW:

SEX:	M	F	Current pack	AGE	CURRENT BRAND
CIRCLE ONE					
1 Male			1 Full Taste		2 Kings
2 Female			2 Lights		3 100's
			3 Ultra Lights		4 100's
			4 Lights		5 Slim 100's
			5 Lights/Medium		6 Whites

If your current brand is not available, which brand do you purchase?

KOOL

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

11 mg. "tar", 1.1 mg. nicotine av. per cigarette by FTC method.

BACK

B7 17885

CONFIDENTIAL MINNESOTA TOBACCO LITIGATION

KOOL CHECK IT OUT
REDEEM AT CHECK OUT

FREE SOFT DRINK

Good for One Large Soft Drink at Check Out
with this 2-Pack Purchase of KOOL

KOOL
Super Longs
100's
MENTHOL FILTERS

KOOL
Super Longs
100's
MENTHOL FILTERS

CONFIDENTIAL MINNESOTA TOBACCO LITIGATION

OFFER EXPIRES 12/15/94

REDEEM AT CHECK OUT FOR

FREE SOFT DRINK
Good for One Large Soft Drink
with this 2-Pack Purchase of KOOL

STORE
COUPON

YES! Please send me any
future offers from KOOL

Please complete the information on the attached form below, place in an envelope,
affix postage, and mail to: FUTURE OFFERS, P.O. BOX 0000, NORWOOD MN 00000-0000

If you are a smoker 21 years of age or older and want to receive any future offers,
please complete the information below and mail today.

NAME _____
FIRST NAME LAST NAME

ADDRESS _____

CITY _____

STATE _____ ZIP CODE _____ PHONE _____
AREA CODE

PLEASE SIGN HERE _____

By signing, I certify that I am a smoker, at least 21 years old, and want to receive cigarettes, coupons, or other offers in the mail.
I understand that giving false information to qualify for these offers may violate the law.

PLEASE COMPLETE THE INFORMATION BELOW:

SEX: M F (Circle one) AGE: _____ CURRENT BRAND: _____

(CIRCLE ONE)	(CIRCLE ONE)	(CIRCLE ONE)	(CIRCLE ONE)
1 Non-Menthol	1 Full Taste	2 Kings	1 Soft Pack
2 Menthol	2 Lights	3 100's	2 Box
	3 Ultra Lights	4 120's	3 25's
	5 Plains	6 Slim 100's	
	6 Milds/Medium	8 Wides	

If your current brand is not available, which brand do you purchase? _____

KOOL

**SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.**

17 mg. "tar"
1.1 mg. nicotine
av. per cigarette
by FTC method.

(B&W) PROTECTED BY MINNESOTA TOBACCO LITIGATION PROTECTIVE ORDER

KOOL

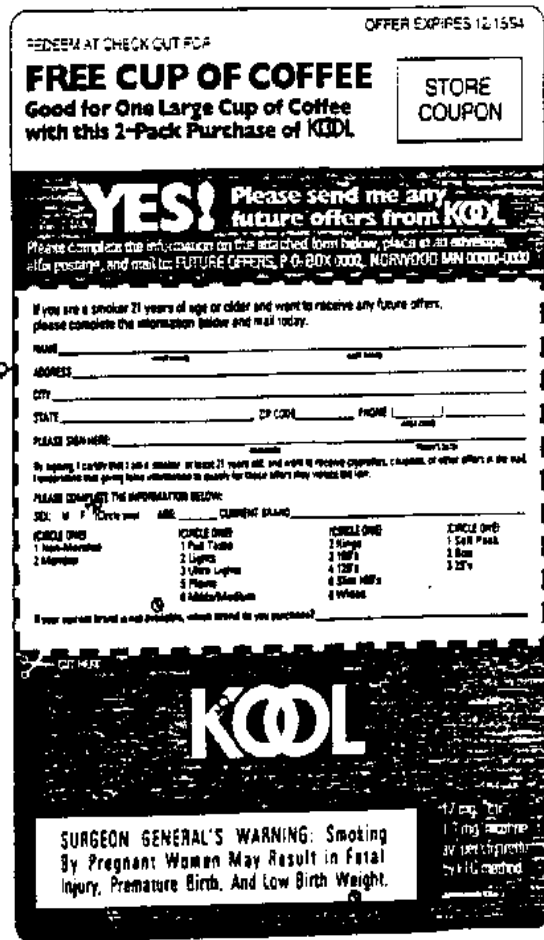
Channel Marketing Pack Offer

"FREE CUP OF COFFEE"

CONFIDENTIAL MINNESOTA TOBACCO LITIGATION



FRONT



BACK

87 17888

CONFIDENTIAL. MINNESOTA TOBACCO LITIGATION

KOOL -CHECK IT OUT
REDEEM AT CHECK OUT

FREE CUP OF COFFEE

Good for One Large Cup of Coffee at Check Out
with this 2-Pack Purchase of KOOL

KOOL
Super Longs
100's MENTHOL FILTERS

KOOL
Super Longs
100's MENTHOL FILTERS

CONFIDENTIAL MINNESOTA TOBACCO LITIGATION

OFFER EXPIRES 12/15/94

REDEEM AT CHECK OUT FOR

FREE CUP OF COFFEE

Good for One Large Cup of Coffee
with this 2-Pack Purchase of KOOL

STORE
COUPON

YES! Please send me any future offers from KOOL

Please complete the information on the attached form below, place in an envelope, affix postage, and mail to: FUTURE OFFERS, P.O. BOX 0000, MORWOOD MN 00000-0000

If you are a smoker 21 years of age or older and want to receive any future offers, please complete the information below and mail today.

NAME _____
FIRST NAME LAST NAME

ADDRESS _____

CITY _____

STATE _____ ZIP CODE _____ PHONE (AREA CODE) _____

PLEASE SIGN HERE: _____
RESIDENT TODAY'S DATE

By signing, I certify that I am a smoker, at least 21 years old, and want to receive cigarettes, coupons, or other offers in the mail. I understand that giving false information to qualify for these offers may violate the law.

PLEASE COMPLETE THE INFORMATION BELOW:

SEX: M F (Circle one) AGE: _____ CURRENT BRAND _____

(CIRCLE ONE)	(CIRCLE ONE)	(CIRCLE ONE)	(CIRCLE ONE)
1 Non-Menthol	1 Full Taste	2 Kings	1 Soft Pack
2 Menthol	2 Lights	3 100's	2 Box
	3 Ultra Lights	4 120's	3 25's
	5 Plains	5 Slim 100's	
	6 Milds/Medium	8 Wides	

If your current brand is not available, which brand do you purchase? _____

CUT HERE

KOOL

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

17 mg "tar", 1.1 mg. nicotine av. per cigarette by FTC method.