

10/29/90



Win More Than \$100 On The Spot With Dakota!

Win \$10. Win \$100. Win \$110. As a cashier, all you have to do is wear your "Ask Me About Dakota" button. If the Dakota Mystery Shopper spots your button, you win \$10 instantly.

And if the Mystery Shopper hears you recommend Dakota to a Marlboro smoker, you win \$100! It's that easy.

When the Mystery Shopper sees your button and hears you recommend Dakota to a Marlboro smoker, you'll get a \$110 check written to you on the spot.

To be eligible for the cash prizes, just:

- 1) Wear your "Ask Me About Dakota" button,
- 2) Suggest Marlboro smokers try Dakota.

The Mystery Shopper will visit more than 2,000 stores in a two city area looking for Dakota buttons and listening for you to say "Have you tried Dakota?" These stores will be chosen at random by a computer to ensure fairness and an equal chance for all store clerks to win.

Here are some suggested phrases:

- ◆ "Have you tried this new brand Dakota?"
- ◆ "Would you like to try Dakota?"
- ◆ "Why don't you try Dakota? It's the new brand made for Marlboro smokers."

The Mystery Shopper will visit many stores more than once before the promotion ends on December 31, 1990. So keep wearing your button even after the Mystery Shopper visits your store to increase your chances of winning \$100 or more!

This Promotion Applies to Adult Smokers Only.