



Box 15052  
Wilmington, Delaware, 19711

July 9, 1987

Heritage Creative Outdoor Advertising  
201 Church St.  
Wilmington, Delaware  
Mr. James Lloyd

Dear Mr. Lloyd,

I am writing this letter to summarize our conversations of May 8, 1987. I called Heritage Outdoor Advertising to inquire about the status of the billboards for Del DOC and was told by you that there was a problem that related back to the DOC billboards from last year. One of last year's billboards had been placed above a Vantage cigarette ad and a picture of both billboards had apparently appeared in a number of newspapers across the country. RJR, Inc., makers of Vantage cigarettes was, according to you, displeased by this and had told you not to accept the DOC campaign this year, threatening to withdraw their contract with Heritage. You told me that Heritage would accept our agreement, as per the contract already signed, but that you had promised RJR that none of the DOC billboards would appear near a cigarette billboard.

In addition, you stated that you had described our 1987 poster to RJR, but had not sent them a copy. According to you, RJR was not happy with the slogan "Deathville USA" nor were they happy with the skull in the upper right corner of the poster.

You told me that Heritage would not be able to print the original poster but could if the offending slogan and skull were removed. I replied that DOC could not change the poster without first consulting with the winning child's



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parents and with our legal advisors. I further stated that the slogan could not be removed, as that would negate the message of the poster, but that the skull might possibly be removed. You also proposed adding a statement on the top of the billboard directing the message of the billboard only to children. I also refused this idea as well.

I called back a few minutes later and stated that I had been unable to reach the child's parents, but that if acceptable to him, it would be okay with DOC for you to remove the skull in order to get the billboards up but that no other changes would be made. You agreed to this.

I felt it was necessary to summarize our phone conversations in writing in order to dispel any problems in future dealings.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Mark Glassner'.

Mark Glassner, M.D.  
President, Delaware DOC