

DAKOTA DISCONTINUATION -- NASHVILLE AND HOUSTON

BACKGROUND: On Nov. 20, 1991, direct accounts in Nashville and Houston were advised that the last shipping date for Dakota cigarettes into their areas is Dec. 6.

1. I understand you've pulled Dakota from test market. Is this true?

Dakota is still available in the Phoenix and Tucson test markets. Dakota has been discontinued in Houston and Nashville, as we evaluate learning from these markets.

2. So I guess a national expansion of the brand is out of the question, right?

I'm sorry but I cannot speculate on any future plans with test market brands.

3. So your slide-box product in Phoenix proved more successful than the regular box product found in Houston and Nashville?

The new slide-box product has only been in test since February so we are still gathering data on the concept. We discontinued the Nashville and Houston markets because we learned all we needed.

4. Since the slide-box proved to be more successful, will you introduce that packaging nationwide?

I'm sorry but I cannot speculate on the future plans of a test brand.

5. Are you finding that virile females -- the target for your brand -- just aren't interested in this cigarette and its advertising campaign?

First of all, Dakota is designed to appeal to adult male and female Marlboro smokers.

Secondly, the types of advertising and promotional efforts behind the brand reflect the types of marketing support we feel best represent the brand's overall strategy.

6. What brand would you suggest Dakota smokers try?

Dakota smokers might enjoy Camel or Winston.

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7. What about those people who have a Dakota catalog, but can't find the Dakota cigarettes. How can they order the items?

If you have saved proofs for a catalog item, but do not have enough to order, there are two options:

1. Send your proofs with the cash amount listed in the catalog for your merchandise selection.
2. Collect the remaining amount of proofs from packs of either Winston or Camel brands. However, at least five proofs submitted must be Dakota proofs of purchase.

Consumers should contact our consumer relations number (1-800-252-3500) if they require additional information.

8. Will Dakota be offered in the future?

I'm sorry but I can't speculate on the future of this brand or any other test brand.

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