

OPENINGS

1. I see you're smoking Brand X. Do you really know what you're smoking?
2. If you haven't been smoking Winston, do you really know what you've been smoking?
3. *Do you think all cigarettes are made with a blend of only tobacco?*
4. Have you ever smoked a cigarette made with just 100% tobacco and nothing else?

SELLING POINTS

Primary Selling Points

1. *Winston is the first and only leading brand with no additives and no artificial ingredients, just a blend of 100% tobacco so you taste the tobacco and nothing else.*
2. *Other leading brands add sugar, licorice, cocoa, propylene glycol or other artificial ingredients.*
3. Winston uses high quality tobaccos and a unique blending technique so we don't need additives to give you a great tobacco taste.
4. Over half of non-Winston smokers like the taste of non-additive Winston better than Winston's they have tried previously.
5. Over 90% of Winston smokers like the taste of non-additive Winston better than Winston's they have tried previously.
6. Over 90% of Winston smokers like the taste of non-additive Winston the same or better than before.

Secondary Selling Points

1. 4 out of 5 smokers are interested in a cigarette that contains no additives or artificial ingredients.
2. Almost half of all smokers said they would be likely to switch to a brand of cigarettes that doesn't have additives.
3. Winston uses the Flavorseal wrap to ensure that our product is as fresh as possible.

CLOSING POINTS

*Winston's the Cigarette that's all taste and no bull.
(Must use at close of every conversion)*

Example of Winston Selling Story

What are you smoking? If you haven't been smoking Winston, do you really know what you have been smoking? Winston is now the first and only leading brand that is made from 100% tobacco, no additives and no artificial ingredients so you taste the tobacco and nothing else.

Brand X adds sugar, licorice, cocoa, propylene glycol or other artificial ingredients to their cigarettes. Because of our blending process, we can make Winston taste great without the need for any additives or artificial ingredients. Winston's a cigarette that's all taste and no bull.

Winston Responses

Is this Winston different? When did you change it?

Franchise Smokers

- The blend has changed, but the great taste of Winston remains. In fact, over 90% of Winston smokers like the taste of non-additive Winston the same or better than before.
 - We've done extensive pre-testing to make sure our current smokers are still satisfied.
 - The 100% non-additive product has been phased into Florida over the past several months.
- We've been slowly evolving over the past few years to a blend with fewer and fewer additives, resulting in the current non-additive blend.

Competitive Smokers

- The blend has changed and over half of non-Winston smokers like the taste of non-additive Winston better than previous Winston.
- The new Winston-additive blend has been phased into Florida over the past several months.

Top 10 Leading Brand Styles Based on IRI Data YTD 8/95

1. Marlboro FF 85 Box
2. Marlboro Lt 85 Box
3. Marlboro FF 85 SP
4. Marlboro Lt 85 SP
5. Marlboro Lt 100 Box
6. Marlboro FF 100 Box
7. Kool FF Menthol 85 SP
8. Newport FF Menthol 85 SP
9. Newport FF Menthol 85 Box

Brand Styles Test and Containing 4 of 5 additives Listed

Marlboro FF 85 Box	GPC FF 100 SP
Marlboro Lt 85 Box	GPC Lt 100 SP
Marlboro FF 85 SP	Kool FF Menthol 85 SP
Marlboro Lt 85 SP	Kool Milds 100 SP
Marlboro Lt 100 Box	Merit Lt 85 SP
Marlboro Lt 100 SP	Carlton Ultra 100 SP
Marlboro FF 100 Box	
Newport FF Menthol 85 Box	
Newport Lt 85 Box	
Newport FF Menthol 85 SP	

CHANGES TO WINSTON TRACKHOUSE FOR NATURAL PROPOSITION INTRODUCTION

Addition of the Winston Chillin Station

Fans may cool off under the fine mist before entering the Trackhouse.

Thunder Theater Video update

Video will be updated to include the natural proposition. (Video will be the same as you will see this evening.)

Graphic Updates

All graphics on Pack Swap Booths and Trackhouse will be updated to reflect the new natural proposition.

Cigarette Manufacturing Machine

Actual cigarettes will be produced in the Trackhouse to demonstrate the "No Bull." All natural proposition.

AGENT DISTRIBUTION ITEMS

Each person converted will receive the following:

- Winston Pocket Ashtray
- Winston "No Bull" Keychain
- "No Bull" handout with two buy 2 get 2 free coupons

RETAIL OFFERS IN DAYTONA BEACH

- Black tee shirt free with a 3 pack purchase with bonus "No Bull" racing video.
- Metal Trading cards free with a 2 pack purchase with bonus "No Bull" racing video.

ALLEGATIONS OF SMOKING & HEALTH

We do not make health claims, directly or indirectly, about Winston or any of our products. Questions about smoking and health should be referred to the Consumer Relations Department at RJR (1-800-TOBACCO).

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