

PUBLIC POLICY ENVIRONMENTAL PROGRAMS

1. Beach Litter Program

- Develop and execute Corporate advertising program for mid-May through mid-August of 1991 in 30 markets (list attached).

Program includes OOH advertising (2 billboards in each market) and tentcards both displaying the "Keep Our Beaches Clean" message.

Letters to market area hotels, motels and chambers of commerce will be mailed and will include initial shipments of five tentcards. (Approximately 5,000 tentcards will be mailed.) Letters will indicate where to write for additional free tentcards and information.

Similar informational letters will be mailed to local legislators in each market area. Letters will also indicate where to write for free tentcards or additional information.

A special Sales Merchandiser will be developed to announce program to field sales. Program information will also run in Caravan.

- Talking with brand groups to determine level of interest for brand-specific anti-litter OOH or tentcards.
- Provide coordination with UNC Sea Grant Program (Project Big Sweep). Will seek publicity through news release and Caravan.
- Facilitate the integration of Smokers' Rights groups with Project Big Sweep. Determine interest level and publicize projects in Choice.

2. General Environmental Projects

- Coordinate the integration of external environmental groups with RJR Corporate efforts.
 - Assess feasibility of further extending environmental programs to parks and recreation departments (N.C. and others).

3. Disposable Ashtray Project

- Coordinate RJR Corporate and Brand efforts in 1991 to ensure company goes on the record as providing a solution to cigarette butt litter.
 - Camel, Vantage and Salem brands have agreed to fund project and to use ashtrays as premium items or as giveaways at field marketing events. These ashtrays will carry brand-specific artwork.
 - Will develop ashtrays with company-specific artwork for smokers' rights groups and for mass distribution at retail to extend reach to broader audience.