

STATE EXPRESS '555'

Special Note:

As State Express is an international trademark, in introducing the product in the Lower Mainland area it may open up opportunities for 'grey market' product (State Express 555 available from the U.S. and Orient).

In the event that 'grey market' products are discovered, DO NOT confront the retailer but inform our office immediately so that appropriate action can be taken.

Immediately after the 2-week launch period regular territorial duties will resume and State Express will become part of the brand support mix in launched territories.

Include the following captions in the VQB section of productivity recap. (NOTE: State Express coverage is considered as regular territory coverage NOT assigned duties):

- # of store distributed
- # of temp. P.O.S. placed
- # of TCL erected
- # of 2-pack display placed

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