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20th March 1992

Fax To: Mr Joe Dysart
Imperial Tobacco, Montreal

Fax No: 0101 514 932 9586

From: Vivien Becher

REF: PROJECT DANIELS

Further to our discussions a couple of weeks ago, I would be grateful for some further advice.

We were hoping to use a design for the shelf strip and price arrow containing an element which would, in the event that sometime in the future branded items were no longer able to be used, continue to serve as a brand identifier. However, for a number of reasons, this is proving difficult to resolve in the short term. During our conversation you mentioned that any design, once used, could not be substantially altered, and therefore we are anxious to get this 'right' from the outset.

What I would like further clarification on is:-

1. What in detail are the regulations with regard to POS designs/changes?
2. If we produced separate designs for the two items of POS, would we at a later date be able to change the design of one of the items to reflect the design of the other?

I would be interested in Imperial's views on the probability of only non-branded POS being used in the future.

I did try to call you yesterday. I will be back in the office on Tuesday if you wish to discuss this further.

Many thanks for your help.

Regards

Sylvia Hayes

VIVIEN BECHER

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A Member of the B.A.T. Industries Group

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