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Here's another little something to gnaw on. Perhaps it might help my case if I give you the assumptions I held in mind as I went through this exercise.

1. Could we launch a brand on a significantly reduced budget? Field only.
2. Is the risk of trying and failing greater than the risk of doing nothing?
3. Even if the business flows do not warrant introduction is there a change in dynamics that do?
4. How can we spend what we spend to save the Peter Jackson trademark and let the Cameo trademark slide?
5. If in 1995 Menthol is a 20% segment and growing, who will the pensioners point their finger at if it is us trying to break in with Alpine?
6. If Huron goes belly-up - what's plan B after Barker?
7. If Huron's test marketed do we have time and money to test another brand?

As categorical as my conclusions sound, despite rumours to the contrary, I am open to reason.

RB:PC

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