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BAT DIRECTORS 071-222-4094

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IMPSCO LTD.

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FEB 05 '92 09:58

FROM: R.D. Brown

TO: Mr. P. Crawford

February 4, 1992

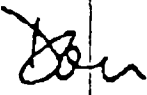
RE: EXPORT OPPORTUNITY - ROMANIA - du MAURICE

We have been approached by a Romanian company, through a Canadian agent, to distribute Canadian made du Maurier cigarettes on the Romanian market.

From our investigation to date, this appears to be a very legitimate opportunity for us. The Romanian company wishes specifically to distribute du Maurier, as the name has some recognition in that country as a Canadian brand, and the potential market is interested in genuine popular Western brands. Old Port or any other non-registered trademark is of no interest.

The attached sheet lists the salient points of the proposal as we know them. Before pursuing this matter, we require that B.A.T. allow the inclusion of Romania as another on the list of markets currently covered by our du Maurier agreement. Royalty and other arrangements would be the same as currently under agreement.

We would appreciate your intervention with the B.A.T. Chairman on our behalf. If you require any further information, please let me know.

  
RDB/doc  
c.c. J.-L. Mercier  
B. Levitt

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