

Imperial Tobacco Limited/Limitée



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Dr. Martin Oldman
B.A.T. Company Ltd.
Group Research & Development
Southampton, ENGLAND

Dear Martin,

Here is a copy of the project proposal that kicks off the Image study.

I hope you don't mind if we send you the documents as they come out on this project.

Since we don't know for sure what's going to happen when this thing is actually born, it will do a lot for our peace of mind to know we have someone familiar with both the technique and the project.

Best regards,

Robert Bexon
Consumer Research Manager

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Encl.

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