

Imperial Tobacco Limited/Limitée



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December 20, 1983

Mr. D.E. Conway
GR & DC
British American Tobacco Company Ltd.
Regents Park Road
Southampton, England
SO9 1PE

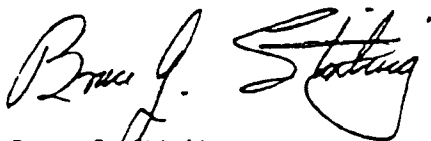
Dear Mr. Conway,

I would like to apologize for failing to forward copies of the charts depicting our routine brand analysis data in recent months and for not having responded to the requests for additional information contained in your letter dated Aug. 11, 1983. There have been various reasons for the temporary interruption in the flow of these data but I shall not bother you with the details. However, I can assume you that, beginning with the current set of charts (i.e. Oct./83), the brand information will be relayed on a monthly basis, as in the past.

In response to the specific requests in your aforementioned letter, the first is very simple to deal with since none of the brands that we analyse routinely are international brands. In fact, there are very few international brands available on the Canadian market and none of them have significant sales volumes. Rather than simply listing the top 10 brands with respect to sales volume as requested, I have enclosed Cigarette Industry Exchange statistics for the 3-month period ending Nov. 30, 1983. I have underlined the top 10 selling brands from the list of 90 shown. Unfortunately, in a couple of cases, the market share figure represents the combined sales of the regular and king size version of the brand. In the event that you may have a continuing interest in the sales performance of Canadian brands, I have been advised by our Marketing Dept. that current sales statistics might be more readily available to you from Millbank.

With kind regards,

Yours sincerely,


Bruce J. Stirling

BJS/ld

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