

*Lorillard*

MEMORANDUM

November 3, 1993

To: See Distribution List  
From: G. R. Telford  
Re: **ADVERTISING & BRAND MANAGEMENT ORGANIZATIONAL CHANGES**

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The following is the new organizational structure for the Advertising & Brand Management Department:

I. Katie Augustyn is the Group Brand Director for:

- Kent
- True
- Old Gold
- Style
- New Products

The following Brand Groups report to Katie Augustyn:

Kent/True/New Products

- Denise West - Brand Manager
- Andrea Snyder - Associate Brand Manager

Old Gold/Style

- Peter Tsigrikes - Brand Manager
- Sarah Wertheimer - Assistant Brand Manager

II. Victor Lindsley is the Group Brand Director for:

- Newport
- Harley-Davidson

The following Brand Groups report to Victor Lindsley:

Newport

- Judy Young - Senior Brand Manager
- Will Waggaman - Brand Manager
- Holly Benton - Associate Brand Manager
- Stacey Young - Marketing Assistant

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- Page 2 -

Harley-Davidson

- Tad Baylies - Brand Manager
- Marina Borsini - Associate Brand Manager
- Thom Smith - Associate Brand Manager

*not*  
G. R. T.

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