



One Park Avenue, New York, NY 10016-5895 • (212) 545-3000

**Circular No. 3097**  
**May 9, 1994**

No one likes to be sued. Since some disappointed applicants to purchase direct have sued both tobacco manufacturers and successful applicants, it is in your own best interest to understand and continue to cooperate with Lorillard's established policy concerning such applications:

Lorillard employees are required to completely avoid any discussion with anyone outside Lorillard concerning: any request to purchase direct; any application to purchase direct; the consideration or status of any such application; and, any action with respect to the same. This prohibition even extends to the mere mention of whether or not any such request or application has been made by anyone.

Please avoid these topics in the presence of our employees.

Communication of this policy to your personnel will be sincerely appreciated.

A stylized, cursive signature of the word "Lorillard" in black ink.

89113543