



March 3, 2015

Subject **Select USSTC Product Promotion UPC Removal**

To Valued Retailer

From Altria Group Distribution Company (“AGDC”) on behalf of U.S. Smokeless Tobacco Company (“USSTC”).

Overview Beginning with the March 9, 2015 product promotion lane, the product promotion sleeve (or “hat”) on Select Product Promotions will be the only location on the promotion that contains offer and the UPC. The side label on Select Product Promotion cans will no longer contain a UPC.

It is critical that Retailers maintain the promotional sleeves on the Select Product Promotions because these cans do not contain a UPC and the sleeves communicate the value of these offers to adult tobacco consumers.

Impacted Product Promotions All pre-priced and cents-off single can sleeved promotions for the following SKUs will have a UPC on their promotional sleeve but not on the side of the can (the “Select Product Promotions”):

Promotional Offer	Suppressed Can UPC
Copenhagen Long Cut Straight \$0.50 off/can	0-730311-7
Copenhagen Long Cut Straight 1 for \$2.19	0-733881-2
Copenhagen Long Cut Straight 1 for \$2.55	0-733901-5
Copenhagen Long Cut Straight 1 for \$3.59	0-734611-2
Copenhagen Long Cut Wintergreen \$0.50 off/can	0-737161-3
Copenhagen Long Cut Wintergreen 1 for \$2.19	0-732441-1
Copenhagen Long Cut Wintergreen 1 for \$2.55	0-732751-5
Copenhagen Long Cut Wintergreen 1 for \$3.59	0-733241-0
Copenhagen Pouch Wintergreen \$0.50 off/can	0-730561-0
Copenhagen Pouch Wintergreen 1 for \$2.19	0-733361-3
Copenhagen Pouch Wintergreen 1 for \$2.55	0-733371-0
Copenhagen Pouch Wintergreen 1 for \$3.59	0-734161-2
Skoal X-TRA Pouch Mint \$0.50 off/can	0-732791-3
Skoal X-TRA Pouch Mint 1 for \$2.19	0-734261-1
Skoal X-TRA Pouch Mint 1 for \$2.55	0-734361-0
Skoal X-TRA Pouch Mint 1 for \$3.59	0-734291-2
Skoal X-TRA Pouch Wintergreen \$0.50 off/can	0-732321-8
Skoal X-TRA Pouch Wintergreen 1 for \$2.19	0-734841-1
Skoal X-TRA Pouch Wintergreen 1 for \$2.55	0-734351-3
Skoal X-TRA Pouch Wintergreen 1 for \$3.59	0-734091-4

Skoal X-TRA Long Cut Mint \$0.50 off/can	0-732911-5
Skoal X-TRA Long Cut Mint 1 for \$2.19	0-73427-8
Skoal X-TRA Long Cut Mint 1 for \$2.55	0-732801-9
Skoal X-TRA Long Cut Mint 1 for \$3.59	0-734371-7
Skoal X-TRA Long Cut Wintergreen \$0.50 off/can	0-732311-1
Skoal X-TRA Long Cut Wintergreen 1 for \$2.19	0-735541-1
Skoal X-TRA Long Cut Wintergreen 1 for \$2.55	0-734531-7
Skoal X-TRA Long Cut Wintergreen 1 for \$3.59	0-734831-4

USSTC Returned Goods Policy

The USSTC Direct Distributor Returned Goods Policy requires that to be eligible for return, all “USSTC product promotions must be returned in the promotional sleeve, which contains the UPC.”

Retailers should maintain the promotional sleeves on the Select Product Promotions because these cans do not contain a UPC and without a UPC they cannot be returned.

Action Related to Select Product Promotions that become separated from their sleeves

We understand, however, that promotional sleeves occasionally become separated from their cans inadvertently. To ensure Select Product Promotions are saleable and/or returnable, the following actions may be taken:

IN-DATE PRODUCT: For in-date, saleable cans, a Retailer should either:

1. Utilize another promotional sleeve with the same offer and UPC; or
2. If no such promotions remain in your inventory, as a last resort, you may scan the revenue product associated with that can.



OUT-OF-DATE PRODUCT: Retailers should set aside any Select Product Promotion cans without a sleeve for TSMs to label on their next visit. TSMs will confirm that the product is out-of-date and then apply special returns labels to these cans so they may be returned.

NOTE: If a promotional can with no UPC is returned to a distributor without its promotional sleeve or a TSM applied special return label, it will not be processed for credit.

**Other
Information**

If you have any questions, please contact your AGDC Representative.

Thank you for your continued support.

Altria Group Distribution Company
