

From: WYALA7 --UICVM00

Date and time 04/11/93 10:35:22

To: WYDME2 --UICVM00 D.K. Messer

cc: WYDWA1 --UICVM00 D.J. Watson

WYISU1 --UICVM00 I.C. Sutcliffe

WYFLE1 --UICVM00 F. Leggatt

From: A.J. Lazenby UORM/132

Subject: EUROSHELL PRIME

Thanks for your thoughts of Prime and Collect-only cards, Darran. I've responded to Collect-only cards separately.

I fully agree that EuroShell itself should be within the promotion (particularly regarding Dave's note earlier last week regarding SNV) however I'm less convinced about Prime.

We will certainly leave Prime in Hercules as you request.

However this does leave us with the problem of the retailers and AM's who are having significant and increasing pain due to the cost of issuing promotions on Prime. I will have to leave that one with you.

I am checking on the exact implications and costs if we decide to exclude Prime volume after launch and will only revert to you on this if the costs are significant so that we cannot cover them within the promo, with the result that you will have to cover the costs in order to exclude Prime.

NB: We will have the opportunity of excluding Prime from Hercules until the end of November. If we DO want to officially exclude all Prime volume from Hercules then we can do so until then - and this would be on the basis of officially excluding Prime and letting the retailers police as they can. At least then they will be legal in preventing issue of points to Prime volume.

NB: To answer your last point: My note of 25/10 is the official position, my note of 9/9 expressed a personal and pragmatic view of how to handle the problem - it is in fact illegal and is certainly unofficial, and if we were discovered then we will enforce the official legal position - which is that all volume must currently be rewarded with promotional points.

Cheers, Andrew

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