

---

**From:** John Geoghegan [johngeoghegan@redacted]  
**Sent:** Saturday, July 11, 2009 4:44 PM  
**To:** Joel Myden; eliot suied; Mark Cassar  
**Subject:** Monday Slides for Natl Sales Mtg

**Attachments:** EAS

JOEL:

See Attached for printouts.

This is Monday with agenda. I will have the Extenze, Djeep, and other brand review sections later today after I clean up the Extenze presentation.

Please note. There is a lot to be said that is NOT written down.

Everything we write, everything we research, everything we present is subject to future review by the FDA.

The FDA pages re a simplification that tells the parts they need to focus on and to answer customer's questions while looking intelligent. We should stay focused on these parts. Too much regulatory or political information will confuse them. IF we end up with further legislation or injunctions that save clove cigarettes, we'll cross that bridge when we come to it.

The Focus of the Djarum and returns sections is TIMING. "SELL IT ALL THROUGH so we can get started on cigars. CUSTOMERS WILL ONLY BE COSTING THEMSELVES MONEY IF THEY SEND it BACK." At the same time, we need to be good partners moving forward.

JG

---

Attachments:

Nat'l Sales Meeting Overview-070909.ppt (6750272 Bytes)