



LEO BURNETT U.S.A.

August 7, 1991

Ms. Barbara Trach
Philip Morris U.S.A.
120 Park Avenue
New York, N.Y. 10017

Re: Merit Blind Challenge

Dear Barbara:

This provides a profile of full margin competitive smokers with price value and Utah, New Hampshire, Minnesota, Iowa, and Texas deleted. Separate cells for Texas only are also included. Additionally, menthol full - margin competitive smokers are included to provide the total quantity of 610,00 (600,000 to mail and 10,000 for control hold-out). Cell descriptions and totals along with the profiles are attached.

Standard suppression was used (see attachment).

Please call me with any questions.

Sincerely,
LEO BURNETT, U.S.A.

Norma

Norma Jenkins

cc: Marianne Nawrocki - PM/NY
Jeanne Eibon - PM/NY
Eileen Fischer - PM/NY
Margo Conant - LBCo.
Jean Donovan - LBCo.
Andrew Mansine - LBCo.
John Hambrick - LBCo.
Rita Young - LBCo.