

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: All Philip Morris U.S.A. Employees **DATE:** March 17, 1994

FROM: William I. Campbell

SUBJECT: ABC's DAY ONE -- SECOND REPORT

On Monday, March 7, 1994, ABC's Day One program aired yet another misleading and inaccurate report on the tobacco industry.

By now, you should have received a copy of the statement that Philip Morris released to the media in response to this report via MS-Mail or hard copy. As promised, attached is the backup material that accompanied our statement.

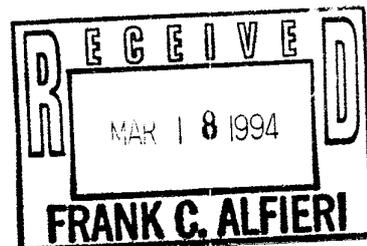
To reiterate, this report on cigarette ingredients was based on sensationalism, rather than on the facts, and I can assure you that we will continue to be vigilant in correcting such false allegations and setting the record straight.

WIC/
Attachments



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