

PHILIP MORRIS COMPANIES INC.
****DRAFT****

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: To All Philip Morris Employees
FROM: Geoffrey C. Bible
SUBJECT: Nationwide Ad Campaign

DATE: March 21, 1996

Philip Morris USA has

Let people know once again that we reject

I am pleased to tell you that we've begun placing the attached full-page ad in newspapers nationwide to answer old, unfounded charges that we "manipulate" nicotine in cigarettes.

"tar" and

There is nothing mysterious or newsworthy about the nicotine content yields of cigarettes; ^{the} nicotine ratings appear in all cigarette ads, as the law requires. We work hard to make sure our products are consistently the finest available, and that means we emphasize quality control in the manufacturing process. As our ad says, quality control is not "manipulation."

I am delighted by the strong spirit I see in our organization. Let me repeat that despite a week of sensational headlines, the facts haven't changed. Nor has the law. And nor has our approach to our critics. We will set the record straight in the court of public opinion and we intend to prevail in the courts of law.

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our commitment to the company, its employees, and our strategies haven't changed.

Privileged & Confidential

Edie -

My charges. There's a new development (possibly) if possible, let's wait until QPM to send out.

Marc

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