

MAGAZINE SPREAD  
REVISE 3  
4.21.90

HEAD Join the Marlboro Challenge Adventure Team

SUB Are you tough enough to make it?

COPY Here's your chance to show what you're made of. And while it won't cost you anything, the experience is priceless. That's what the Marlboro Challenge Adventure Team is all about. Five get dirty challenges for a select few--dirt biking, white-water rafting, four-wheeling, rappelling and horseback riding. For ten days, you'll share with a hand-picked team of ten the experience of taking on some of the toughest challenges the American West can throw at you--whitewater rapids, deserts, rock walls, and trails that lead to places that aren't even considered places, yet.

So apply for your place on the Marlboro Challenge Adventure Team. Because if you're tough enough to meet our standards, you can take on the West.

LOGO The Marlboro Challenge Adventure Team.

TAG Experience the challenge of a lifetime.  
1-800-MARLBORO

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MAGAZINE SPREAD AD CAPTIONS  
REVISE 3  
4.21.90

HEAD CHALLENGE 1

SUB 6:30 a.m.  
The Maze Canyon, Utah

COPY This is nature's version of the fast track.

HEAD CHALLENGE 2

SUB 9:47 a.m.  
Big Drops Rapids, Colorado River  
"Calf Canyon", "Satan's Seat" and "Satan's Gut"

COPY This is no ordinary cruise. Make the Adventure Team,  
and you'll shoot your way through these rapids.

HEAD CHALLENGE 3

SUB 11:30 a.m.  
Arches National Park, Utah

COPY Make dust in a place like nowhere else on earth.

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MAGAZINE SPREAD CAPTION, CONT.

HEAD CHALLENGE 4

SUB 10 a.m.  
Cut Rope Canyon, Utah

COPY It's called rappelling. And you can think of it  
as climbing down a mountainside fire escape without stairs.

HEAD CHALLENGE 5

SUB 1 p.m.  
Kane Springs Canyon, Utah

COPY Out here, this is the only true all-terrain vehicle.

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MARLBORO ADVENTURE TEAM  
BRC FOR MAGAZINE SPREAD

HEAD Are you tough enough for this?

COPY The Marlboro Challenge Adventure Team will cost you nothing. But the experience is priceless. To receive a Marlboro Challenge Adventure Team application, including full rules and details, call 1-800-MARLBORO, or complete this request form and mail to :

Marlboro Challenge Adventure Team Requests  
P.O. Box 1867  
JAF Building  
New York, NY 10117-0993

Only one request per person. This form must be received by December 14, 1990; and completed Marlboro Challenge Adventure Team application forms must be received by January 15, 1991. Void where prohibited.

PLEASE PRINT

Name (Mr./Mrs./Ms.) \_\_\_\_\_

Address \_\_\_\_\_ Apt # \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone Number(\_\_\_\_) \_\_\_\_\_ Date of Birth \_\_\_\_\_

What is your regular brand of cigarettes? \_\_\_\_\_  
Full Brand Name

Signature \_\_\_\_\_ Date \_\_\_\_\_

By signing this form, I certify that I am a resident of Texas, a licensed driver, a smoker, and that I am 21 years of age or older as of October 1, 1990. Furthermore, I am willing to receive free samples of cigarettes and incentives in the mail, subject to applicable state and federal law. Offer limited to licensed drivers and smokers who are 21 years of age or older.

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