

**CLUB BENSON & HEDGES Q&A**  
**(For Consultants Use)**

- Q: Why should smokers have a special place when second hand smoke is proven to be bad for you?**
- A:** Public opinion polls show that despite what has been said about secondhand smoke, most Americans support designated sections for smokers instead of outright bans, and what we're doing is providing an accommodating place for smokers. Accommodation is a reasonable way for smokers and non-smokers to work out their differences.
- Q: Do you agree with what has been said about secondhand smoke?**
- A:** No, we don't. We acknowledge that smoke can be annoying or bothersome to some, but it is not harmful to non-smokers. That is why accommodation works.
- Q: Won't having a "Special Club for Smokers" glamorize smoking and encourage children to smoke?**
- A:** Philip Morris does not want minors to smoke. Only smokers who are at least 21 years of age and older and their adult guests will be permitted to enter Club Benson & Hedges, and they must sign smoker/age certification forms to that effect. If an individual appears to be less than 25 years of age he/she will be asked for proof of age.
- Q: It seems like this is just a giant roaming billboard. Isn't that the case and won't that attract the attention of minors?**
- A:** Club B&H sets up at semi-permanent locations for an established period of time and as I mentioned, is open only to adult smokers age 21 and older and their adult guests. Club B&H will be located at events and venues designed to reach adult smokers.
- Q: Why do non-smokers have to be accompanied by a smoker? Aren't you discriminating against non-smokers?**
- A:** Club B&H is designed for smokers. It doesn't make sense for us to open the club up to people who don't smoke because they are not our consumers. This is a place for smokers to feel comfortable and welcome. There are plenty of places out there that do the same for non-smokers.
- Q: Can parents bring their children in?**
- A:** No one under the age of 21 is allowed in even if they are accompanied by a parent who smokes or another adult smoker.

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- Q: Don't you think that this would encourage parents to leave their young children alone?**
- A:** Absolutely not. We would hope parents clearly understand the danger of leaving a child unattended.
- Q: Do you have to smoke Benson & Hedges to get into the club?**
- A:** No. Adult smokers of any brand are allowed in the club. Samples of Benson & Hedges will be made available upon request and of course, we hope that everyone who comes in will try them and discover their great taste.
- Q: Is B&H going to open clubs across the country?**
- A:** We're not opening clubs, this is a brand promotion.
- Q: How are the markets selected?**
- A:** The markets are chosen based on marketplace demand.
- Q: Where will you go after Houston?**
- A:** We cannot discuss our future plans for competitive reasons.
- Q: Is this what it has come to for smokers ... The only businesses offering accommodations for smokers are the cigarette companies (with smoking lounges at airports and now the B&H Club)?**
- A:** No: The majority of business owners still accommodate smokers and non-smokers in this country, and public opinion also supports accommodation. This is a promotion for smokers to enhance brand awareness and maintain loyalty to B&H.

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