

Low Impact Areas - Tourism Board Letter

-- Chugwater  
-- Cokeville  
-- Brighton

January XX, 1996

Name  
Title  
Company  
Address  
City, State Zip

Dear \_\_\_\_\_:

As the representative of the (name of organization), we wanted to inform you personally of an exciting, one-of-a-kind adventure coming to (City) beginning sometime next summer.

Philip Morris USA's Marlboro Unlimited promotion is part of a national sweepstakes that was introduced in November and runs through April 1996. In a triumphant return to the golden age of railroad travel, 2,000 lucky sweepstakes winners and their guests will be able to experience the scenic American West aboard the ultimate in luxury trains consisting of 18 custom-built railcars powered by two brand new GM locomotives. Manufactured by Denver-based Rader Railcar, Inc., the train will provide a class of accommodation unparalleled in the travel industry.

Smokers 21 years of age and older may enter the Marlboro Unlimited sweepstakes for a once-in-a-lifetime experience aboard this unique train. As with all Philip Morris promotions, the Marlboro Unlimited gives our consumers added value and rewards them for choosing Marlboro over our competitors' brands. Just as the railroad opened up the West to so many Americans over a century ago, we believe the Marlboro Unlimited train will open up a whole new world to our consumers -- as they experience what has come to be known as Marlboro country.

Beginning in August of 1996, groups of 100 winners and their guests will enjoy six-day/five-night tours through Colorado, Wyoming, Idaho and Montana. The Marlboro Unlimited will cruise each week along a special route between Denver and Billings and the reverse over regional rail lines. During stopovers, our train travelers will have ample opportunity to engage in a wide variety of activities designed to showcase all the beauty and adventure of Marlboro Country. As a result, we will be utilizing some of your local services and facilities.

The Marlboro Unlimited's railcars make up the most luxurious and spectacular train in the world, a veritable cruise ship on rails. This is an opportunity for adult smokers and their guests to see first-class luxury rail travel and it could be the wave of the future in tourism. The luxury lies in touring without driving, staying living in first-class accommodations and sleeping under a glass dome where sweepstakes winners can look up at the star from the privacy of their own state rooms.

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We hope the enclosed information kit and videotape will pique your interest in this exciting event, answer many of your questions, and provide you with a first-hand feel for the grand scale of this ultimate adventure.

Please don't hesitate to give us a call if you have additional questions or would like to arrange to meet with us about the enclosed materials, promotion, or activities specific to your area.

Please contact Tara Carraro at Philip Morris at (212) 880-4048 with any questions or to set up a meeting.

Sincerely,

Deane Gross  
Group Manager, Events Marketing  
Philip Morris USA

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