



PHILIP MORRIS

U. S. A.

120 PARK AVENUE, NEW YORK, N.Y. 10017-5592 TELEPHONE (212) 880-5000

November 28, 1995

Mr. Steven M. Van Mater
JUANITA RIVER RUGBY CLUB
P.O. Box 283
Huntingdon, PA 16652

Dear Mr. Van Mater:

Thank you for your recent sponsorship proposal regarding Philip Morris involvement with the 1996 rugby season which you presented for our consideration.

As you might expect, we have a very active promotional program that fits precise criteria developed to achieve our marketing goals. We have reviewed your proposal carefully and have determined that it does not fit into our promotional plans for our company at this time.

Thank you for your interest in Philip Morris and we wish you every success with the 1996 rugby season.

Regards,

Steve Sampson
Group Manager,
Event Marketing

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