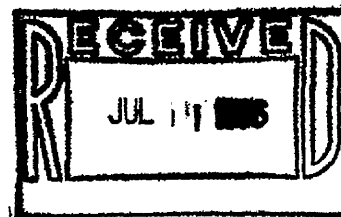


PLAYBOY
SUE JAFFE
ACCOUNT EXECUTIVE



July 9, 1996

Ms. Kay Galeotti
Manager, Media Systems
and Discount Brand Planning
Philip Morris
120 Park Avenue
New York, NY 10017-5592

Dear Kay,

Here is the competitive information for the August issue of *PLAYBOY*:

| <u>BRAND</u> | <u>ISSUE/REGION</u> | <u>UNIT</u> | <u>OPEN RATE</u> |
|--------------|---------------------|-----------------|----------------------|
| RJR/Winston | Florida | .10, Spread 4CB | \$11,000 |

The information for the September issue should be available the first week of August. Please let me know if you need anything further.

Sincerely,

A handwritten signature in cursive script, appearing to read "Sue".

Sue Jaffe

cc: Renee Simons
Rita Schneider

2071464606