

**PHILIP MORRIS USA PRINT CERTIFICATION FORM - 2000**

Section A certifies that your publication is "not directed primarily to those under 21 years of age". Section B details circulation, demographic and research data. Both sections must be completed to allow Philip Morris USA to assess the placement of tobacco advertising in your publication.

**SECTION A**

I am the Publisher for **El Campeon**

I certify that **El Campeon**  
is not directed primarily to those under 21 years of age

Signature: Francisco Rayo

Date: 1-2-01

Name (please print): Francisco Rayo

Your Title: Publisher

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**SECTION B**

Name of Publication: **El Campeon**

Circulation: **10,000**

Demographics: Percentage of readers aged 21+: **95.1%**

Date of Study: **November 2000**

The total number of respondents to this study was: **211**

This data was supplied by Western Publication Research and is based upon a readership study and not a market study performed for this publication. The study was based upon a random sample of the publication's readers. 2,300 copies of the readership questionnaire were inserted into Nth copies of the publication as they were distributed via newsstand, news racks, the mail, and to homes. Once the reader received the questionnaire they completed the information and it was returned to Western Publication Research via the business reply side of the form. The data was then computerized and the results were tabulated.

**Please sign & fax to WPR @ 760-434-7476 ASAP**

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