

AR

VIRGINIA SLIMS ANNOUNCES NEW LOW SMOKE ENTRY

New Ultra Low Tar Superslims Ready For National Launch

NEW YORK, September 20, 1989 -- Superslims, a new low smoke, ultra low tar, cigarette that emits 70 percent less smoke from the lit end, was launched nationally today by Philip Morris USA. In addition to its unique low smoke feature, Superslims has an ultra thin profile -- only 17mm in circumference.

New Superslims from Virginia Slims is 100mm in length and is available in both regular and menthol and contains 6.0 mg. of tar and 0.5 mg. of nicotine.

"Superslims from Virginia Slims is a logical extension to the brand family" said Brian Schuyler, Group Director, Brand Management at Philip Morris USA. "Twenty years ago, Virginia Slims launched the first 100mm slim cigarette for women. Over the years, we have responded to consumer tastes by launching Virginia Slims Lights, Virginia Slims Ultra Lights, Virginia Slims 120's, and now this latest option for women smokers, Superslims."

Introductory advertising for Superslims features the bold headlines that communicate the low smoke feature in headlines such as "Fat Smoke Just Went Up In Thin Air" and "Fat Smoke Is History."

First low
smoke cigarette
for women

PM303059188859

The Superslims launch will be supported by an aggressive marketing program that relies heavily on national magazine advertising, outdoor and point-of-sale advertising, direct mail, special offer couponing and consumer promotions.

Read Paragraph
Virginia Slims ^{as} pioneered a new category of cigarettes ~~for~~ more than 20 years. Today, Virginia Slims records another first with the introduction of new Superslims, the first and only cigarette in the market for women that offers this unique low smoke feature.

Philip Morris, USA, the largest operating unit of Philip Morris Incorporated, a wholly-owned subsidiary of Philip Morris Companies, Inc., produces a number of leading cigarette brands in addition to Superslims: Virginia Slims, the leading cigarette made especially for women; Marlboro, the largest selling cigarette in the U.S. and the world; Benson & Hedges 100's, the largest selling 100mm brand in the U.S.; Merit, the largest selling free-standing, low tar cigarette; and Parliament Lights, the only cigarette with recessed filter in the U.S., and Cambridge, last year's fastest-growing, low-priced cigarette.

Other company cigarette brands include Players Lights 25's, Saratoga 120's, Alpine, Benson & Hedges Multifilter, Philip Morris regular, and Philip Morris Commander.

####

PM303059188860