

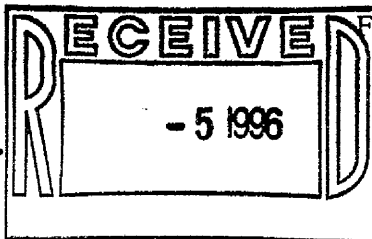


LEO BURNETT U.S.A.

35 West Wacker Drive, Chicago, Illinois 60601, Tel: (312) 220-5959, Fax: (312) 220-3299

NAME GENERATION

Ms. Margaret Yates
PHILIP MORRIS U.S.A.
120 Park Avenue
New York, NY 10017



February 2, 1996

MR. [Signature]
By E. [Signature]
proceeding for
[Signature]
[Signature]

Re: Virginia Slims Events Response Reporting

Dear Margaret:

This forwards our proposal regarding response reporting for the upcoming 1996 Virginia Slims Southern Women Shows and Legends Events programs.

Background

As you know, beginning in late February Virginia Slims will be distributing name generation surveys at the Southern Women Shows and at Legends Events starting in April. To monitor the effectiveness of these programs, you have requested periodic response reports detailing information such as quantities of surveys generated by event, topline profiles of survey responders by event, and quantities of new names generated by event.

To ensure an adequate level of detail is provided in the Events response reports, we have provided summaries of the data we will include in each report document. In addition, we've also organized a report delivery schedule for both our topline reports by show as well as our updated new name reports.

Report Format

Topline Results by Show

Margaret, you mentioned that one of the requirements for Events reporting this year is to report topline response results by show and within a short time frame (i.e., before responses are loaded to the database). To meet your reporting needs we have selected a data entry supplier (Image Entry) which will provide survey results within a week of receipt. We will then issue show-by-show reports based on these topline response results.

Below details the information which will be included in our show-by-show topline reports:

- | | |
|-----------------------------|------------|
| •Gross surveys received | •Length |
| •Ineligible surveys | •Flavor |
| •Slims/Other PM/Competitive | •Tar Level |
| •Age | •Buy Kind |
| •Gender | |

2041969855

* Reasons why names did not qualify?

Updated New Name Reports

To gain a better perspective on our preliminary show-by-show results, we will issue updated new name reports once survey information is loaded to the database. These reports will provide counts of the following:

- Total Responses
- Total Responders
- Net Unqualified Responders
- Net Qualified Responders
- Net Qualified Slims Responders
- Net Qualified Other PM Responders
- Net Qualified Competitive Responders
- Net Qualified New Names
- Net Qualified New Slims Names
- Net Qualified New Other PM Names
- Net Qualified New Competitive Names

While our new name reports will still detail results at the single show level, given the closeness in event dates we recommend including at least three shows-worth of data in each report.

Report Delivery Schedule

Below summarizes a tentative delivery schedule for both topline reports by show as well as updated new name reports. Margaret, we will notify you if any of the following dates for the updated new name reports change due to shifts in the database update schedule.

-St. Louis WWSS:	w/o 3/11
-Memphis SWS:	w/o 4/8
-Updated New Name Report #1:	w/o 4/22
-Nashville SWS and Chicago Legends:	w/o 4/29
-Richmond SWS:	w/o 5/6
-Raleigh SWS:	w/o 5/13
-Updated New Name Report #2:	w/o 5/13
-Baltimore IWS and Tampa Legends:	w/o 5/20
-Houston Legends:	w/o 6/3
-Updated New Name Report #3:	w/o 6/17
-Pittsburgh IWS:	w/o 9/30
-Orlando SWS	w/o 10/7
-Charlotte SWS:	w/o 10/14

2041969856

February 2, 1996

-Birmingham SWS and Oklahoma City Legends:	w/o 10/21
-Fort Worth SWS:	w/o 10/28
-Updated New Name Report #4:	w/o 10/28
-Miami IWS and Dallas Legends:	w/o 11/4
-Jacksonville IWS:	w/o 11/11
-Updated New Name Report #5:	w/o 11/18
-Delray Beach Legends:	w/o 12/23
-Final Report:	w/o 1/6/97


Next Steps

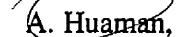
Once you've had the opportunity to review the reporting proposal with the Brand and Events group, please give us a call to discuss. Thanks, Margaret.

Best regards,

LEO BURNETT U.S.A.


Connie Bulanda


Rebecca Prazak

cc:  A. Huaman, T. Lauinger, M. Maggio, W. Marin, S. Rush - PM/NY
D. Altshuler, T. Claggett, K. Linehan, J. McNitt, B. Timmins - LBCo.

2041969857