



PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 • TELEPHONE (917) 663-5000

November 25, 1998

BY TELECOPY

Mike Fleming
General Manager
Lamar Outdoor
3009 W. Industrial Parkway
Knoxville, TN 37921

Re: Master Settlement Agreement - Philip Morris Advertising

Dear Mr. Fleming:

Further to our letter to you, dated November 23, 1998, please be advised that with respect to Paragraph 2 of the letter, Philip Morris Incorporated ("Philip Morris") is considering further its options with respect to the cancellation of each individual display agreement that exists between your company and Philip Morris' advertising agency, on behalf of Philip Morris, governing the posting of Philip Morris' advertising copy in the Settling States (as defined in the Master Settlement Agreement). We will contact you shortly with further information concerning this matter.

In addition, please be advised that this letter shall have no effect on the posting freeze that was communicated in Paragraph 1 of our November 23, 1998 letter.

Sincerely,

Stephen Piskor
Vice President, Marketing Services

cc: Kevin Reilly, Jr., President/CEO
Lamar Outdoor
5551 Corporate Boulevard, Ste. 2A
Baton Rouge, LA 70808

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