

FROM: Fran Ambrosino
PHILIP MORRIS U.S.A.
100 Park Avenue
New York, New York 10017
(212) 679-1800

Joe Conway
RUDER & FINN INCORPORATED
110 East 59th Street
New York, New York 10022
(212) 593-6355

TO: MARILYN KATZ

file

FOR IMMEDIATE RELEASE

FROM: JOE CONWAY

VIRGINIA SLIMS PRESENTS THE
PERSONAL ORGANIZER FOR TODAY'S WOMAN

NEW YORK, N.Y.,

-- At last there

is a convenient method for everything one needs to know,
from credit card numbers to important dates, in one compact
book, the Virginia Slims Personal Organizer.

"Well, it just has to be here" has rolled off the tongues
of countless frustrated people as they rummage through their
important papers collection. Within its pages the Virginia
Slims Personal Organizer makes it possible to find the answers
to life's little catastrophes.

The Organizer is also a storehouse of interesting facts
such as metric conversions, a national directory of zip codes,
area codes and time zones, making international phone calls,
obtaining a passport and arranging for inoculations when
traveling abroad. And where else would you find an eight year
calendar complete with holidays and places to write in those
special occasions?

Six specially designed sections allow you to keep information
and records you always wanted in one central place. When filing
an insurance claim, flip to the Property Section for all your
records and data on your policy number and agent. By quickly
consulting the Finance Section you can easily check the information
you need to report a lost credit card.

- more -

2042016198