

June 21, 1995

**Recall reason 'inaccurate'**

The Philip Morris Companies said Tuesday that the company had "erred" by making statements that were "inaccurate" about the cause of the company's unprecedented \$100 million recall of more than 7 billion cigarettes last month.

The company originally said the recall, announced May 26, had been caused by filter contamination involving a plasticizer, or stiffening agent, supplied by Hoechst Celanese Corp.

Philip Morris said the manufacturing defects could cause smokers "temporary discomfort" from an irritant, methyl isothiocyanate, or MITC, which is similar to a commercial pesticide.

James J. Morgan, president and chief executive of Philip Morris U.S.A. said Tuesday that the company's scientists had traced the problem to "a single lot of plasticizer" furnished by Hoechst that caused bad "taste and odor" in its cigarettes but not the MITC contamination.

The recall, which included the world's largest-selling cigarette brand, Marlboro, has been an embarrassment for Philip Morris and has prompted weeks of speculation by Wall Street and rival cigarette companies about the cause of the problem.

2045238067