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FOR IMMEDIATE RELEASE

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Contact: (name)
(xxx) xxx-xxxx

**PHILIP MORRIS FILES SUIT AGAINST ABC;
CHARGES RECKLESS DISREGARD OF FACTS**

WASHINGTON, D.C., March 24 -- Philip Morris Inc. today announced the company is filing suit against ABC on the grounds that the network's "Day One" program willfully and recklessly disregarded the facts with malicious intent.

The lawsuit is based on the Feb. 28 "Day One" segment, which charged the tobacco industry with "manipulating" the nicotine content of cigarettes.

"It is clear the 'Day One' report engaged in willful distortion, sensationalism, manipulation of facts and conjecture relating to our cigarette policies," said Steve Parrish, senior vice president and general counsel of Philip Morris. "In doing so, the program has confused consumers, caused regulators to express unnecessary concern and played into the hands of -- or joined hands with -- politicians who think they can base a political career on bashing the cigarette industry."

The lawsuit, which was filed in (court), states (insert).

Press release text and quotes will focus on the following facts:

- o Nicotine is a naturally occurring substance in tobacco.
- o For more than 20 years, the law has required every brand to list its nicotine content.
- o Nicotine levels are measured and reported in strict compliance with standard test methods prescribed by the United States Federal Trade Commission.
- o Like all consumer products, cigarettes are manufactured with consumers' tastes in mind. The average nicotine yield of U.S. cigarettes has declined over the years by xx percent because of consumer preference.
- o The cigarette manufacturing process insures product consistency.
- o There is a net loss of nicotine as a result of the cigarette manufacturing process.
- o The only nicotine not contained in the tobacco being processed into cigarettes is that which is used to denature alcohol, used as a solvent for flavorings. That nicotine is required by U.S. statute.
- o The entire process of reconstituting tobacco is a matter of public record, including the 1984 Surgeon General's Report.
- o There is nothing about nicotine as it occurs in tobacco or the cigarette manufacturing process that is not a matter of public record.

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