

PHILIP MORRIS U.S.A.

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TO: Field Sales Force **DATE:** December 26, 1995
FROM: Ellen Merlo/VP, Corporate Affairs
SUBJECT: **Unified Program to Prevent Cigarette Sales to Minors**

The nation's largest retailer and wholesaler associations plus all the major manufacturers of tobacco products announced on Tuesday that they have joined together to launch "We Card", a signage and educational program that represents the first unified effort among manufacturers, retailers and wholesalers to prevent tobacco sales to minors.

As you are aware, we at Philip Morris have long held the belief that kids should not smoke. Therefore, we support all efforts that can make a difference on this important issue. Smoking is an adult choice, and we're confident that the newly-announced "We Card" effort will help ensure that tobacco products will not be sold to minors.

The program, created by the Coalition for Responsible Tobacco Retailing, will provide training and educational materials to retailers to help prevent the illegal sale of tobacco products to minors.

Last June, PM U.S.A. took a leadership role with an aggressive position on the youth smoking issue when we announced our ten-point initiative, Action Against Access. The "We Card" signage and educational program reinforces our position on youth smoking, and that is why we will help to distribute "We Card" materials. Eventually, they will replace our own signage program – Ask First/It's the Law.

I am also pleased to inform you that we continue to make significant progress in implementing the many elements of our Action Against Access initiative.

I think we can all take pride in our commitment to making a difference on the youth smoking issue, and in the progress we've achieved in implementing Action Against Access in the past several months.

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