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To: KC

CLIENT CODE: 435 *for your files*
DATE: April 16, 1999 *cc: Br*
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TO: Brendan McCormick
COMPANY: Philip Morris U.S.A.
FROM: Melissa Perdue
SUBJECT: WE CARD PROCLAMATIONS
VNN TRANSCRIPTS
OF PAGES: 9
(including cover sheet)

Brendan:

Attached, please find copies of WE CARD proclamations from:

- Richmond, Virginia
- Newport News, Virginia
- Roanoke, Virginia
- Abingdon, Virginia
- Wytheville, Virginia

I have also attached the Virginia News Network transcripts of the WE CARD interview, which aired on April 2, 1999.

Please give me a call at (804) 343-2337 if you have any questions. CRT is still monitoring Virginia media for WE CARD story placement.

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