

draft. 10/29/99

Revised script for Mike Szymanczyk's Introduction to MSA Training.

... Hello, and welcome to this training session on the Master Settlement Agreement. At the end of 1998, Philip Morris U.S.A., along with other tobacco companies, reached an unprecedented agreement with 46 states to deal with issues of common concern. *regarding, among other things, the advertising & marketing of cigarettes.* The agreement also settled litigation brought against the companies by the states for reimbursement of medical costs. This agreement, called the Master Settlement Agreement or "MSA," fundamentally changes how tobacco is marketed, advertised and promoted. The most significant of these changes ~~are in response to concerns expressed by society regarding~~ *are in response to concerns expressed by society regarding* ~~has to do with reducing the exposure of kids to~~ *our* advertising and promotion ^③ intended for adults only. *Which are*

We expect that the MSA will bring a new measure of stability to our industry on some of the issues and controversies regarding tobacco products. We strongly believe that entering into the MSA was the right thing to do. It will help us achieve the business and individual goals we share as Philip Morris employees.

The MSA ^{has} required us to do some things differently, but I want to emphasize that compliance with the MSA is completely consistent with our Mission, Values and our core strategies. Our Mission is to be the most responsible, effective and respected developer, manufacturer and marketer of consumer products made for adults. The MSA provides a framework that helps define some of our responsibilities.

2073816136