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**Philip Morris U.S.A. "Underage Sale Prohibited" Notices
Now Being Added to Cigarette Packs**

RICHMOND, August 8, 1995 -- Philip Morris U.S.A. today announced that production of cigarette packs and cartons of various brands containing the notice, "Underage Sale Prohibited," has begun at all three of its U.S. manufacturing facilities.

The Company indicated that it would add these notices to all of its cigarette brands for sale in the United States as part of its Action Against Access initiative launched in June. The objective of Action Against Access is to make it as difficult as possible for minors to obtain or purchase Philip Morris cigarettes. "When Philip Morris U.S.A. announced the Action Against Access initiative, we said the best way to keep kids away from cigarettes is to keep cigarettes away from kids," said Ellen Merlo, Senior Vice President, Corporate Affairs.

"Our action to date has been very specific," Merlo stated. "First, we immediately discontinued free cigarette sampling and the distribution of cigarettes by mail to consumers. Today's announcement that notices are appearing on our brands serves as further proof of Philip Morris U.S.A.'s commitment to the goal of a marketplace where minors cannot buy cigarettes. The notice reinforces the message at retail that it is against the law to sell cigarettes to minors."

Philip Morris manufacturing facilities in Richmond, Virginia; Louisville, Kentucky; and Cabarrus, North Carolina began phasing in packaging with the notice earlier this week. As of today, all three locations are producing Marlboro packings representing more than 21 percent of total volume, with the notice. The Richmond facility will be producing Marlboro Lights soft pack, and our plants in Louisville and Cabarrus will be manufacturing Marlboro Lights box, with the notice. Merlo said consumers should begin seeing packs with these notices at retail in six to eight weeks.

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