



LEO BURNETT U.S.A.

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June 9, 1994

Mr. David Dangoor
PHILIP MORRIS INTERNATIONAL, INC.
800 Westchester Avenue
Rye Brook, New York 10573-1301

Dear David,

Enclosed is a copy of "Virginia Slims: Opportunities In Latin America". As we discussed on Monday, we have also included research information from Japan and a comprehensive retrospective of Slims advertising evolution from the U.S.

If you have any question about this information, please do not hesitate to contact me.

Sincerely,

LEO BURNETT U.S.A.

Karen Green
V.P., Group Research Director

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Enclosure

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