



PHILIP MORRIS U.S.A.

Inter Office Correspondence

TO: DISTRIBUTION

DATE: November 16, 1993

FROM: Adrian Marrullier *Ad.*

SUBJECT: VIRGINIA SLIMS V-WEAR CARTON/LIGHTER
PROMOTION - ELEMENTS MEMO

The attached Elements Memo provides the final elements for the Virginia Slims V-Wear Carton/Lighter Promotion, which will be conducted nationally in February. Based on the success of the 1993 program, V-Wear will return in 1994 as a cornerstone of the Virginia Slims promotion plan. The program, which provides Virginia Slims smokers with an opportunity to receive high value, fashion merchandise for free, will be delivered via Retail, Media and Direct to over 10,000,000 female smokers.

In addition, this year we will expand the V-Wear collection to include a Spring and Fall collection (offered in January and July respectively).

Please direct any questions to myself or Clark Murray.

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