



MILLER BREWING COMPANY

Distributor Bulletin

SUBJECT: Philip Morris informational campaign

No.: 8308

TITLE: "Where We Stand"

November 30, 1994

Last month, Philip Morris Companies Inc., Miller's parent company, unveiled an exciting new informational campaign that we wanted to share with you.

The "Where We Stand" campaign is not about a product; it is a straight talking approach to explaining Philip Morris' point of view on some of the issues surrounding tobacco. These issues are being debated every day around the country.

We hope the "Where We Stand" campaign will help end some of the hysteria about tobacco issues. The attached piece will help you better understand Philip Morris' position on these issues so that you are able to discuss them and share them with friends, family, employees and others who may be confused or distressed by some of the accusations they read about or hear about from the media.

Distributors interested in obtaining additional copies of this "Where We Stand" brochure may call 1-800-852-3445, ext. 609.

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