PHILIP MORRIS INTERNATIONAL INC. INTER-OFFICE CORRESPONDENCE

800 WESTCHESTER AVENUE, RYE BROOK, NEW YORK 10573-1301

TO: Distribution DATE: May 18, 1995

FROM: Cathy L. Leiber

SUBJECT: Youth Initiatives

As a result of the initial discussions and brainstorming on Youth Initiatives at the Corporate Affairs Workshop, it was agreed that a mini task force would be formed to further refine and generate new thinking on the topic. The purpose of this memo is to share with you the results of a follow-up meeting held on May 8th.

Our goal was to provide you with a "laundry list" of ideas from which you could choose the most targeted or relevant programs. We promised you a menu, and that is what we are delivering. Obviously, it is impossible for any market to develop all of these ideas at once or even over the short term. However, it is now up to you to decide which one or two programs you consider priorities in your market in order to achieve our objective. Once you have informed us of your priority choices, we will devote time, energy and resources, if appropriate, to help you get them implemented.

Our credibility as an industry rests on 2 basic premises:

1. Our marketing code

2. Country laws prohibiting the sales of cigarettes to minors.

We believe that at a minimum, your local youth initiatives program must emphasize to our internal market our own marketing code. Second, we believe that the first building block to a successful, fully integrated program is an "It's the Law" Program. This is fundamental to our long term strategy for stopping the proliferation of anti-tobacco legislation.

I would now like to hear back from each of you what actions you plan to take between now and the end of the year and 1996 on the subject of youth initiatives.

Kind regards,

Cathy/lp

Attachment

2503019011

MAY 18 '95 10:42AM PMI CORP AFFAIRS 914 335 7928 P.2/5

Source: https://www.industrydocuments.ucsf.edu/docs/jxwd0110