



November 25, 1995

Ms. Elizabeth Culley
Senior Program Manager, Public Affairs
PHILIP MORRIS U.S.A.
120 Park Avenue
New York, NY 10017-5592

Dear Liz,

We have continued to make great progress with the concept of "Guest Choice." Our recent survey of hospitality general managers in operations indicates that our education and awareness building efforts regarding the protection of consumer choice over a range of products have been widely accepted.

We have also received funding for our work from several other organizations in various industries. In light of our progress I'm hopeful that your company will be able to make a contribution of \$500,000 to help us continue our education program on behalf of the hospitality industry and the public consumer.

Sincerely,

Richard B. Berman

RBB/dlb

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