



The  
**Guest  
Choice  
Network**

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August 19, 1996

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

Dear Liz:

I would like to update you on our progress with the Guest Choice Network.

We are very pleased with the enthusiastic acceptance of our message throughout the hospitality industry. Nearly everywhere we turn, we've found senior executives raving about the effectiveness of our bi-monthly newsletter as a means of educating management teams, setting the record straight on Guest Choice issues, and providing the "backup" necessary for responding to daily threats to consumers' rights.

I am also pleased to report that five additional companies have agreed to provide financial support for Guest Choice, spanning the red meat, poultry, adult beverage, and gaming industries. We are presently on course to bring in several additional contributors.

Based on our success to date, I hope we can rely on Philip Morris for an additional contribution in the range of \$200,000 to \$300,000 so that we may continue our efforts to promote the philosophy of the Guest Choice Network. We have achieved tremendous momentum in a very short period of time, and we would like to see the Guest Choice Network reach its full potential. Your support is critical to the success of this innovative organization.

Sincerely,

  
Richard B. Berman

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