

The
**Guest
Choice
Network**

05-
PX-10

May 24, 1996

Ms. Elizabeth Culley
Manager-Corporate Affairs Program
Philip Morris USA
120 Park Avenue
14th Floor
New York, NY 10017

Dear Liz:

Last year Philip Morris contributed funding to support the Guest Choice Network, which was formed to work with the restaurant and hospitality industries in order to defend their consumer and marketing programs against attacks from anti-smoking, anti-drinking, anti-meat, etc., activists. Our strategy is to encourage operator responsibility to protect and defend the guests' right to choose.

The funding you provided was used to help establish the Guest Choice Communication Center from which the Network conducts research and develops and disseminates educational information to the Guest Choice membership via newsletters, fax, and other communication vehicles.

I am please to inform you that the Network's activities are well underway. In fact, more than 10,000 restaurants are now part of the Network, and we recently produced several newsletters, which have been well-received.

So that the Guest Choice Network can capitalize on its initial success, I am once again seeking contributions from Philip Morris and other corporations. I would like to solicit Philip Morris for a contribution in the amount of \$300,000, which would be used once again to support the Communication Center activities.

I look forward to hearing from you.

Sincerely,



Richard B. Berman

2072395886