

-----Original Message-----

From: McCormick, Brendan J.

Sent: Tuesday, August 01, 2000 6:10 PM

To: Gross, Deane; Merlo, Ellen; Desel, Paula; Pfeil, Michael E.; Culley, Liz; Goldman, Rochelle; McDaniel, Janice; Keane, Denise; Winokur, Matt; Whidden, Roger; Asante, Dominic

Subject: Final Options/NYC points

Here are the final approved points.

Options Message Points

Government agencies have concluded that ETS causes disease - including lung cancer and heart disease - in nonsmokers. We recognize and accept that many people have health concerns regarding ETS while others find it to be unpleasant and annoying.

That is why we strongly support, through a variety of actions and programs, options designed to minimize unwanted ETS while still providing adults with pleasant and comfortable places to smoke. At the heart of this issue is the comfort of non-smokers.

Philip Morris believes there are many reasonable options to provide comfort for both non-smokers and smokers in a balanced way including ventilation improvements, separate areas, separate rooms and if feasible, no separation. Whatever the circumstances, we believe there are ways to help create an environment that respects the choices and preferences of both non-smokers and smokers in a constructive manner.

That is why we support reasonable regulatory measures that take everyone's preferences into account. We believe that the current law in New York City is working because it provides business owners with a number of options to accommodate both non-smoking and smoking customers and it provides non-smokers and smokers with choices about which establishments to patronize. We do not believe that government mandated smoking bans are the answer because they can and do have a negative impact on business owners, employees and customers.

Recent public opinion research, conducted in 2000 by Yankelovich and funded by Options, Philip Morris USA, shows that the American public continues to support consumer and business owner choice when it comes to this important issue:

- * 80 percent agree that we can find a way to accommodate both non-smokers and smokers in hospitality establishments.

- * 86 percent believe that ventilation can have a lot or some impact on addressing smoking issues.

- * 91 percent agree that they would be more likely to go to an establishment that had a state-of-the-art ventilation system over one that did not.

A 1999 poll of bar patrons sponsored by the National Licensed Beverage Association and funded by Philip Morris U.S.A. found that 64 percent of respondents believe non-smoking and smoking choices should be accommodated in bars.