

Philip Morris Center for Accommodation Options (CAO)

CAO Mission Statement

The Philip Morris Center for Accommodation Options is a U.S. business and public information resource center that offers reasonable solutions to accommodate the smoking choices and environment preferences of both those who choose not to smoke and those who do.

The Center's mission is to provide U.S. businesses with information on effective and economical accommodation options that assure that both those who choose not smoke and those who do are afforded equally comfortable and pleasant environments in public places and workplaces. In addition, the Center strives to provide solutions for social concerns related to the externalities of smoking such as ETS and litter.

The Center's programs, developed in conjunction with business leaders and other experts, strive to recognize the diverse and sometimes complicated accommodation challenges of U.S. businesses and the comfort expectations of the public.

The PM Center for Accommodation Options supports five comprehensive business and public programs, which provide a range of options that business owners can tailor to support the accommodation environment that makes sense for their business and the publics they serve -- whether customer or employee.

These programs include information and resources to support the design and development of designated non-smoking and smoking areas; separate, enclosed smoking areas; and integrated environments. In addition, the Center also supports a technical information and resource network to facilitate the application of efficient and cost-effective ventilation technologies to ensure the environment chosen is comfortable for both those who choose not to smoke and those who do.

CAO Program Descriptions

The Accommodation Program (TAP)

Restaurants, hotels, bowling centers, airports, public arenas, stadia and other places that serve the general public recognize the importance of accommodating both those who choose to smoke and those who don't. In these types of places, properly designated non-smoking and smoking areas can provide an appropriate and comfortable environment to accommodate the preferences of the smoking and non-smoking public. The Accommodation Program provides recommendations on designating separate areas based on both the physical and ventilation system designs of these places. In addition, The Accommodation Program offers suggestions for effective public communications of smoking policies to avoid confusion about where smoking is permitted and where it is not.

US Workplace Program (USWP)

The accommodation of both those who choose to smoke and those who do not can be a particular challenge when considering the diversity of US workplaces, which range from traditional offices to warehouses and manufacturing facilities to retail stores. The Center's Workplace Program offers information on designating indoor accommodation spaces, including the design and maintenance of separately enclosed smoking rooms, as well as managing structured and pleasant outdoor smoking situations.

Social Harmony Program (SHP)

Comfortable accommodation of those who choose to smoke and those who don't can be achieved in integrated environments, typified by places such as bars, taverns and casinos, or even small restaurants. All, due to either structural or practical barriers, find separate areas obstructive to creating the desired social atmosphere. The Center's Social Harmony Program focuses on technological solutions to provide a pleasant environment for both those who choose to smoke and those who don't and communications recommendations to ensure that the public makes informed patronage decisions based on their accommodation environment preference.

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Ventilation Technology Options Program (VTOP)

The Center's Ventilation Technology Options Program provides business with an understanding of the ventilation technology options marketplace. It offers information on how to access suppliers and experts who can assist in ensuring the proper function and maintenance of a business's current ventilation system, or in executing cost-effective upgrades and installation of new ventilation systems to more adequately service the business's needs. The program also supports supplier education programs to facilitate an understanding of the accommodation environment needs of U.S. businesses from restaurants to office buildings.

As a core service, the Center operates a database of ventilation technologies, manufacturers and suppliers, including engineers and contractors, within the 5 climactic regions of the U.S. -- the Northeast, Southeast, Midwest, Southwest, Northwest. Via a toll-free 800 service, business owners can access this information via an engineer consultant, who can also provide guidance on how to work with suppliers to make an initial assessment of an existing ventilation system and considerations for making ventilation upgrade decisions, including capital investments, operational savings, such as energy and maintenance cost-savings, and customer benefit expectations.

The Center also provides real-life, real-time examples of ventilation technology applications based on both business owners and suppliers experiences, which can assist business owners and their technology partners in defining synergistic indoor air quality standards with their specific industry.

Responsible Smoking Program

The Center's responsible smoking program encourages courteous and considerate smoking behavior. The program is designed to assist those who choose to smoke in ensuring their choice to enjoy a cigarette is respected by eliminating some of the common issues that arise in smoking situations. The program focuses on communicating conscientious behavior, such as adhering to the smoking policy established by a business, and the responsible management of the externalities of smoking, such as cigarette litter. The Center offers literature on responsible, courteous smoking and provides portable, personal ashtrays to help reduce the incidence of cigarette litter.

The Center also supports public education and environment clean-up programs related to consumer product waste. These programs are designed to assist communities across the country in managing cigarette litter by supporting



DISCUSSION DRAFT

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proper disposal of cigarette butts and cigarette packaging through easily-accessible public ash and trash receptacles.

Center Expert Advisors

An expert group of business and technology leaders serve as advisors to the Center and its programs. These include representatives from the following industries, associations and organizations:

- International Society of Restaurant Association Executives
- International Society of Hotel and Motel Association Executives
- Bowling Proprietors Association of America
- Distinguished Restaurants of North America
- Small Business Survival Committee
- US Chamber of Commerce
- National Licenses Beverage Association
- American Society of Heating, Refrigerating & air-conditioning Engineers
- University of Las Vegas Nevada, School of Hospitality, School of Engineering
- Air-Conditioning Contractors of America
- International Airport Council of North America
- Consulting-Specifying Engineer magazine
- Contractor magazine
- Keep America Beautiful

Center Activities & Communications

The Center supports a variety of educational activities and communication initiatives to proactively provide business and the public these seek to serve with its resources. These include:

- Educational grants to support independent education forums, such as seminars, training classes, and continuing education curriculum
- Selectively funds "test sites" of innovative accommodation and ventilation models
- Publications, including newsletters and magazines, to expand the understanding among businesses and the public of reasonable options to accommodate those who choose to smoke and those who do not

DISCUSSION DRAFT

Draft: 9/1/97

- Business owner and supplier educational materials on accommodation structure and ventilation technology options to facilitate initiatives to meet business needs and public preferences.
- Smoking environment communication aides, including signage that connotes designated separate sections and integrated environments
- Access to a national database of ventilation technologies, manufacturers and suppliers, including contractors and engineers, staffed by consultant engineers.
- Media information on challenges and options to accommodate the smoking choices and environment preferences of those who choose to smoke and those who do not.

Center Administration & Funding

The Philip Morris Center for Accommodation Options is fully staffed by employees of Philip Morris U.S.A. and wholly funded by Philip Morris Incorporated. All services and information materials are provided free-of-charge to businesses and the general public as requested.

The Center's operations are managed at the Company's New York City headquarters at 120 Park Avenue and its staff includes:

- Center Programs Manager
- Accommodation Program Managers
 - Hospitality
 - Public Places
 - Workplaces
- Ventilation Technology Options Manager
- Responsible Smoking Program Manager
- Media Affairs Manager

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Program consulting and information management services are provided by:

Philip Morris USA, Research & Development
Burson-Marsteller Worldwide
Chelsea Group Limited
Triad Information Services
Madden Publishing
The Holm Group
(Technical writing free-lancer)
(Hospitality consultant)
(Airport consultant)
(Stadia consultant)
(Facility management consultant)
(Contractor consultant)
(Ventilation manufacturer consultant)
(Community programs consultant)

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DISCUSSION DRAFT



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