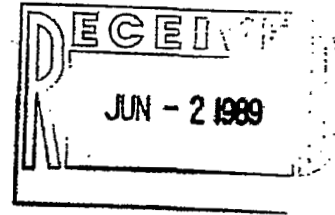


Accommodation Program

Media Briefing

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Introductory Remarks

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GOOD MORNING. I AM LES ZUKE, DIRECTOR OF PUBLIC RELATIONS FOR PHILIP MORRIS U.S.A. I AM DELIGHTED TO BE HERE TODAY TO PRESENT THE "NEW SIGN OF THE TIMES". AND TO INTRODUCE THE ACCOMMODATION PROGRAM, DEVELOPED ESPECIALLY FOR PITTSBURGH IN COOPERATION WITH PEOPLE WHO LIVE AND WORK HERE.

THE ACCOMMODATION PROGRAM IS AN INNOVATIVE WAY FOR CUSTOMERS TO EASILY IDENTIFY THOSE BUSINESSES THAT WILL ACCOMMODATE THE PREFERENCES OF BOTH SMOKERS AND NON-SMOKERS.

ONLY BUSINESSES THAT HAVE MADE ACCOMMODATIONS FOR BOTH CAN PARTICIPATE IN THIS PROGRAM.

LET ME TELL YOU HOW THE ACCOMMODATION PROGRAM CAME ABOUT.
WE STARTED GETTING CALLS AND LETTERS FROM OUR CUSTOMERS LAST
YEAR, AFTER THE CITY'S SMOKING ORDINANCE WENT INTO EFFECT.
THEY WERE CONFUSED ABOUT WHERE THEY COULD SMOKE OR NOT.

AS A RESULT, WE TALKED TO BOTH SMOKERS AND NON-SMOKERS IN
PITTSBURGH. THEY TOLD US, VIRTUALLY WITHOUT EXCEPTION, THAT
THEY WOULD FEEL MORE COMFORTABLE KNOWING UP FRONT WHICH
ESTABLISHMENTS WOULD ACCOMMODATE THEIR PREFERENCES.

WE ALSO TALKED TO LOCAL BUSINESS OWNERS. THEY TOLD US THEY
WOULD BE INTERESTED IN A WAY TO CLEARLY COMMUNICATE THAT THEY
ACCOMMODATE THE WISHES OF ALL THEIR CUSTOMERS. BOTH SMOKERS
AND NON-SMOKERS.

SO WE DEVELOPED THE NEW RED AND GREEN SYMBOL THAT YOU SEE
HERE. THE SYMBOL WORKS FOR BOTH CUSTOMERS AND BUSINESS
OWNERS. IT GIVES OWNERS A POSITIVE WAY TO COMMUNICATE THAT
THEIR CUSTOMERS' PREFERENCES WILL BE MET. AND IT ALLOWS
CUSTOMERS TO EASILY UNDERSTAND THAT MESSAGE.

THE NEW SIGN OF THE TIMES SYMBOL WILL BE DISPLAYED IN WINDOWS, ON DOORS AND WALLS AND ON COUNTERTOPS AND TABLES OF PARTICIPATING BUSINESSES.

MORE THAN 90 AREA RESTAURANTS ARE ALREADY PARTICIPATING IN THE ACCOMMODATION PROGRAM, AS WELL AS THE CITY'S LARGEST TAXICAB COMPANY, A MAJOR DOWNTOWN HOTEL, A WELL-KNOWN SUPPER CLUB, AND A MAJOR BUSINESS FIRM. THEY ARE ALL LISTED IN YOUR PRESS MATERIALS.

WE HAVE WITH US TODAY SEVERAL OF THOSE MAJOR PARTICIPANTS. I'D LIKE TO INTRODUCE THEM NOW. MR. JACK OFFENBACH, OWNER OF RUTH'S CHRIS STEAK HOUSE. MR. GENE CONNELLY, EXECUTIVE VICE PRESIDENT AND CEO OF THE SHERATON AT STATION SQUARE. MR. ROBERT HUTCHISON, VICE PRESIDENT, RESIDENT MANAGER, PRUDENTIAL BACHE SECURITIES, INC.

THEY ARE ALL VERY ENTHUSIASTIC ABOUT THIS PROGRAM AND WE ARE PLEASED TO HAVE THEM WITH US TO SHOW THEIR SUPPORT.

THE INTRODUCTION OF THE ACCOMMODATION PROGRAM IS BEING SUPPLEMENTED BY ADVERTISEMENTS IN NEWSPAPERS AND MAGAZINES, AND THE SYMBOL WILL APPEAR ON BILLBOARDS AND CAB TOPPERS THROUGHOUT THE CITY. DISPLAYED HERE IN THE ROOM WITH THE INTRODUCTORY ADVERTISEMENTS ARE FUTURE ADS THAT WILL BE APPEARING IN THE NEXT FEW MONTHS.

BECAUSE THE RESPONSE SO FAR HAS BEEN EXTREMELY POSITIVE, WE DO FEEL THAT THE ACCOMMODATION PROGRAM IS PROVIDING A VALUABLE SERVICE TO PITTSBURGH BUSINESSES AND THEIR CUSTOMERS.

I'LL BE GLAD NOW TO TAKE ANY QUESTIONS THAT YOU HAVE.