

March 24, 1994

Dear \_\_\_\_\_ :

I want to personally inform you that this morning Philip Morris is filing a libel lawsuit against ABC for the false and defamatory statements made on the network's "Day One" February 28 and March 7 broadcasts as well as on other ABC News programs.

Philip Morris is seeking redress for the harm caused by ABC's claim that Philip Morris and other tobacco companies are artificially "spiking" cigarettes sold in the United States with extraneous nicotine for the purpose of "keeping smokers hooked."

As I told you in my March 3 letter on this subject, this allegation has absolutely no basis in fact. The ABC broadcasts are wrong, and ABC knew they were wrong before they were broadcasted.

We have told ABC that nicotine naturally occurs in tobacco. Our manufacturing process results in less nicotine in every cigarette product we make than exists in the raw unprocessed tobacco that initially goes into the product. Moreover, consumer taste preferences have resulted in products with lower levels of both tar and nicotine. The overall nicotine content in cigarettes has in fact declined by more than 50 percent over the last 40 years.

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Most news organizations recognize their duty to report the news, not make the news. By not reporting the facts, ABC has confused consumers and caused regulators to express unnecessary concern. ABC has played into the hands of -- or joined hands with -- those who have made a career out of attacking the tobacco industry.

I wanted you to know as quickly as possible that Philip Morris is taking this action to put an end to this reckless disregard of the truth.

Sincerely,

William I. Campbell

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