



Archetype Studies

LOS ANGELES • LONDON • BOSTON • TOKYO • VANCOUVER

December 13, 1990

Ms. Carolyn Levy, Director
Consumer Research
Philip Morris USA
120 Park Avenue
New York, NY 10017

Re: **Invoice 131290**

Fees related to the Third Phase of an Archetype Study related to tobacco products in America, including:

- A. Three (3) archotyping sessions: Dallas, Tampa, St. Louis
One (1) day Final Recap/Presentation: New York
- B. Participation of the Archetype Team (4 persons)
- C. Preparation time, analysis and dealing with the facilities

Total.....\$39,000.00

To be paid to:

Rapaille International, Inc.
1646 Woods Drive
Los Angeles, CA 90069

AP *M. Argo*

Carolyn Levy
1990 Account
1/8/91

075-501-923-00411

RAPAILLE INTERNATIONAL INC. DBA ARCHETYPE STUDIES
1646 WOODS DR., LOS ANGELES, CA 90069 (213) 650-8888
FAX 213-656-2693

2042705455

2075842961