

my file - Merit - You Can Do It *

Leo Burnett

cc: Suzanne Bellan
FYI
J

April 23, 1998

Via Pouch

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Robert J. Eck, Esq.
Philip Morris International
800 Westchester Avenue
Rye Brook, New York 10573

Re: Nicorette Advertising

Dear Bob:

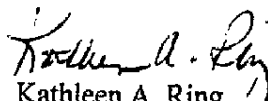
Per your request, our Client Services Group searched for examples of Nicorette advertising to determine when Nicorette first started using the "You Can Do It. Nicorette Can Help." copyline. It appears the first use was in April, 1996. We found examples of Nicorette advertising from 1994. Enclosed are copies of ads from the December 26, 1994 and January 30, 1995 issues of Newsweek, and the December 24, 1994 issue of Sports Illustrated. This earlier advertising does not use the "You Can Do It. Nicorette Can Help." copyline.

Also enclosed are copies of Nicorette ads that appeared in the April 29, 1996 issue of People magazine and the July 1996 issue of US magazine, and other 1996 magazines. In the 1996 ads, the "You Can Do It. Nicorette Can Help." copyline is used.

Nicorette also aired television commercials. TV commercials from 1993-1994 did not use the "You Can Do It. Nicorette Can Help." copyline. They began using this line in television commercials in April, 1996. We are obtaining a copy of the 1996 commercial for your reference and will forward it to you as soon as it is available.

In the meantime, we trust that this information will assist you in preparing your response to Nicorette. Please let me know if there is any additional information you need to prepare your response.

Sincerely,

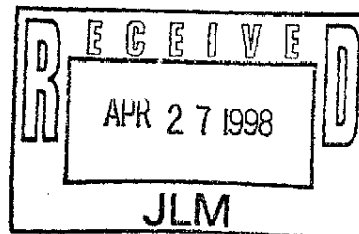

Kathleen A. Ring
Vice President, Attorney

cc: Joe Murillo, Esq., Philip Morris Incorporated
Doug Porter, LB - Chicago 19
Denise Russo, LB - Chicago 27



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