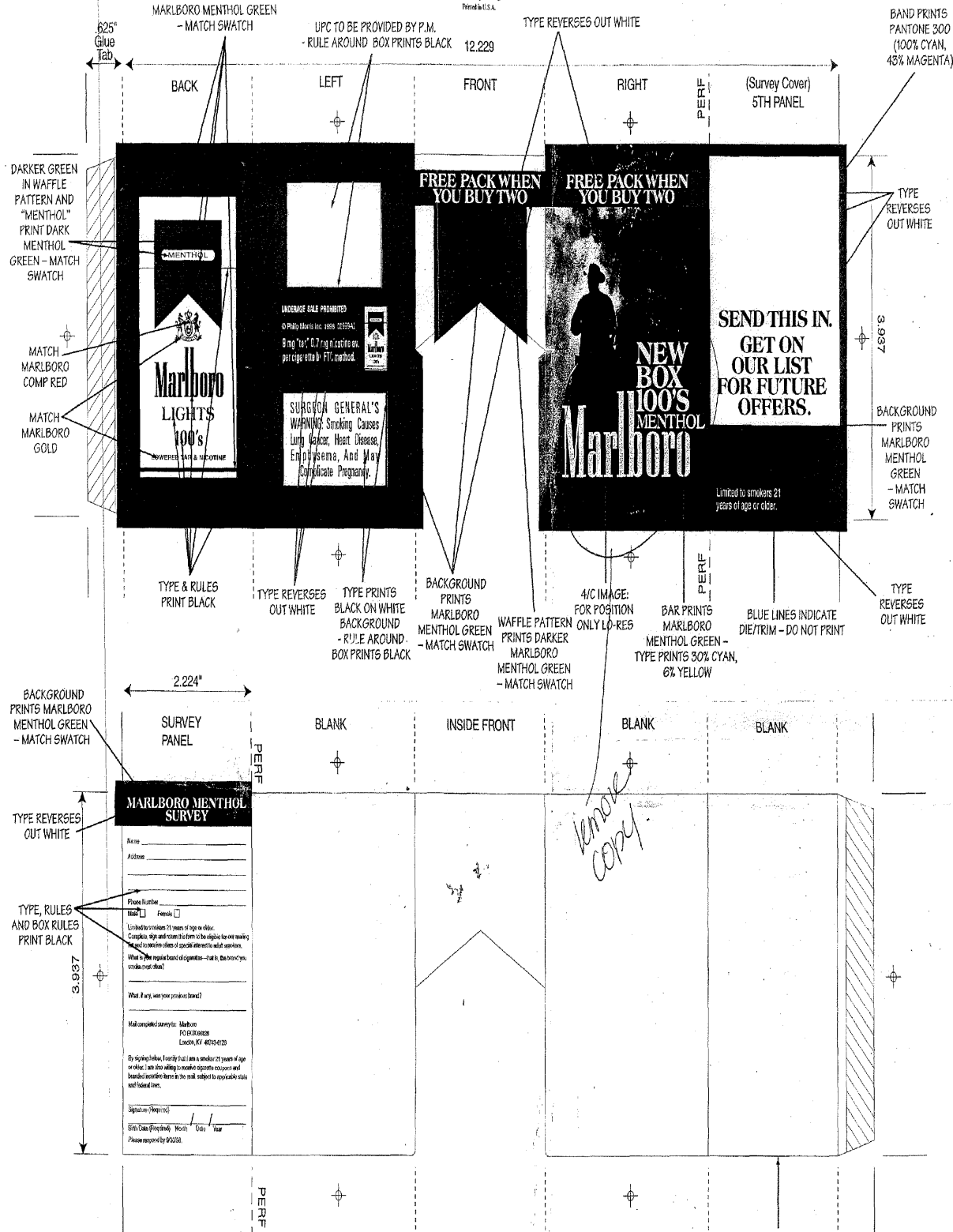


LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.

LIGHTER GREEN BACKGROUND
AND IN PACK ART PRINT
MARLBORO MENTHOL GREEN
- MATCH SWATCH
Ad. No. 01999-A1 - Reg. No. M56161 - "July Menthol Offer 3-Pack Wrap" - Lights 100's Box - 6C - Misc. - Full Trim: 12.854" x 3.937" - 1998
Printed in U.S.A.



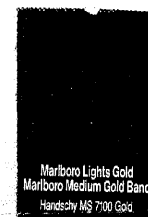
3-PACK WRAP
Menthol Lights 100's Box
Trim: 12.229" x 3.937" (Plus .625" Glue Tab)
Full Trim: 12.854" x 3.937" - 2/Sided
Inside Survey Perf Panel: 2.224" x 3.937"

GDD: M. Colt / CD: D. Fiorenza, L. Settersington / AD: C. Saele / CW: D. French / PSM: S. Felt

10pt Univers Light Cond./10/10 Capps TNN 10/ Exhibit 1(a)



PHILIP MORRIS
DRWG: C-364482
TITLE: 98.5 X 24.8 FT 20'S: 20/60 SLV
W/ROOF CUT & COUP (MARLBORO/LIGHTS/MEN)
DRWG DATE: 11/17/97



LEO BURNETT JOB INFORMATION **MISCELLANEOUS**

ID No. 01999-A1
PMCS Promotion No. 1065
PMCS Offer No.
LBCo. Job No. M56161
Brand MARLBORO
Packing(s) MENTHOL LTS 100'S BX
Title JULY 3-PACK OFFER
Description 3-PACK WRAP
Area 52.07 Sq. In. Scale FULL
Sched. Deliv. of Mechanical 214
Warning: Exh. 1A, B, C, D, E, F, G, H, I
T&N: Size 18 PT. Quan. 1
*FTD ref code *Order date for promotional packaging

APPROVALS
Print Service SF 2/4/98
Database (DM only) SF 2/4/98
Agency Legal SF 2/4/98
Client Service SF 2/4/98
Brand MS
PM Coupon Coordinator
PM Trade Marketing
PM Fulfillment
PM Legal
PM Legal Changes/Comments Date

REMOVE COPY

Agency Legal
(Continuation of changes above)
PALESTINE

2070641654

2070641654

MARLBORO MENTHOL 100'S 3-PACK WRAP SLEEVE ITS 100'S BOX KEYLINE

Source: <https://www.industrydocuments.ucsf.edu/docs/fbb0031>