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**NEW PHILIP MORRIS BROCHURE
FOR MINORITY VENDORS
Company Bought \$1.3 Billion From
Minority Entrepreneurs Since 1982**

NEW YORK — "We Buy the Best to Make the Best." a brochure published recently by the Philip Morris Minority Vendor Program, instructs minority entrepreneurs on how to sell goods and services to the world's largest consumer packaged goods company.

Responsible for the purchase of more than \$1.3 billion in goods and services from minority entrepreneurs since 1982, Philip Morris Companies Inc. coordinates its outreach to minority businesses through a company-wide task force with representatives from each of its operating units.

"The Task Force serves a dual role," said Anthony M. Morelli, director, Headquarter Services, Philip Morris Companies Inc. and chairman, Minority Vendor Task Force. "The Philip Morris Minority Vendor Task Force coordinates minority purchasing among operating companies. Members of the task force identify qualified minority businesses and encourage the owners to make the Philip Morris supplier team."

"The task force members then direct minority business owners to the right buyers at the right locations throughout Philip Morris," Morelli added. "The second role of the Task Force is to monitor and report minority purchasing activity for all operating companies. This insures accountability throughout the organization and is one of the main reasons for its success," Morelli said.

Hamish Maxwell, chairman and chief executive officer of Philip Morris in a message to the entrepreneur, stated, "You stand for growth in the American economy. You create jobs and profits, you strengthen your communities and

you set the stage for other minority entrepreneurs to do business with corporate America."

Operating units of Philip Morris Companies Inc. are: Philip Morris Incorporated (Philip Morris U.S.A.); Philip Morris International Inc.; Kraft General Foods; Miller Brewing Company; Philip Morris Credit Corporation and Mission Viejo Company.

Copies of the new vendor's brochure can be obtained by writing to Philip Morris Companies Inc., Minority Vendor Program, 120 Park Avenue, New York, N.Y. 10017.



Members of the Philip Morris Minority Vendor Task Force explain the company's program with attendees of the National Minority Supplier Development Council's annual convention held recently in Atlanta.



FOOD FOR US VIRGIN ISLANDS--Livingston S. Francis, Executive Director of Associated Black Charities (ABC), places labels recently on some of the 18,000 pounds of food contributed by Philip Morris Companies Inc. to victims of Hurricane Hugo in the U.S. Virgin Islands. Francis dispatched the food, consisting of rice, macaroni and cheese and other food items to VITEMA, the Virgin Islands equivalent of the U.S. Federal Emergency Management Agency, with the assistance of the U.S. Virgin Islands Tourist Board, the Southern Queens (NY) Park Association and American Airlines. "We were pleased to identify resources to help people in the Virgin Islands during the recent tragedy," said George Knox, Staff Vice President, Public Affairs, Philip Morris Companies, Inc.



A PERSONAL "THANK YOU"--Mrs. Mary Farrelly Jones, (right) sister to the governor of the U.S. Virgin Islands, Alexander A. Farrelly, gives a personal "thanks" for food contributed by Philip Morris Companies Inc. to victims of Hurricane Hugo in the U.S. Virgin Islands. With her are, from left, Leslie Zuke, director of communications, Philip Morris USA, Ms. Edna M. Biedermann, Manager, Minority Business Development, Philip Morris USA and Livingston S. Francis, Executive Director, Associated Black Charities. Francis worked in cooperation with the U.S. Virgin Islands tourist Board, the Southern Queens (NY) Park Association and American Airlines to transport the food to the Virgin Islands. Philip Morris used the services of Associated Black Charities after learning from persons in the Virgin Islands that this group had been active in sending food and medical supplies to Hurricane Hugo victims.

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COUNSELS FOR THE CAUSE HONORED AT MUSEUM OPENING--Noted civil rights attorney Fred Gray (far right), Tuskegee, Ala., shared the spotlight with Milwaukee attorney Vel Phillips (second from right) during a reception for Miller Brewing Company's "Gallery of Greats: Black Attorneys... Counsels for the Cause" national art exhibition, which premiered recently at the newly opened Wisconsin Black Historical Society Museum in Milwaukee. They are joined by artist Evelyn Terry and Miller Brewing Company's Director of Marketing Relations Noel Hankin. Gray successfully argued the Rosa Parks bus case in federal court in Montgomery, Ala., and was the first attorney for Dr. Martin Luther King Jr. Phillips is a long-time civil rights activist who, among other accomplishments, in 1960 spearheaded a fair housing campaign in Milwaukee that led to the passage of the city's first fair housing law.

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