

From: M. Descôteaux, Imperial Tobacco Ltd, Canada

To: J. White and P. McBride, Imasco Ltd, Canada

Members of the Key Issues Council

November 11, 1994

CTMC NEWSLETTER

For your information, the Canadian Tobacco Manufacturers' Council, is on the verge of embarking upon the above project, which will be one way to begin disseminating a different perspective on tobacco issues.

Our Chairman, Don Brown, asked me to keep you informed of our plans, still at the development stage. Objectives, target audiences, contents, tone, etc. are described in the attached document. While written by an outside journalist, the contents of the newsletter and of the articles will remain under the control of the CTMC. Approval by corporate lawyers prior to publication will be a sine qua non condition.

Needless to say, we will make sure that you will be placed on the distribution list when the publication starts appearing.

In the meantime, should you need any additional information on this project, please do not hesitate to communicate with me.

M. Descôteaux

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