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FOR IMMEDIATE RELEASE

Contact: Mary Auvin, 3M
612/736-2597
Rev. Michael Crosby
ICCR
414/271-0135

**3M MEDIA, INTERFAITH CENTER ON CORPORATE
RESPONSIBILITY ANNOUNCE ADVERTISING AGREEMENT**

St. Paul, Minn., -- May 2, 1996 -- The following statements were issued today by 3M Media and the Interfaith Center on Corporate Responsibility (ICCR).

3M Media

3M Media, one of the country's largest out-of-home advertising companies, decided in the mid-1980's to emphasize the sale of billboard space to non-tobacco advertisers in response to the changing public perception of tobacco products and to 3M's position in the health care industry.

In 1990, in response to a shareholder resolution from a member of the Interfaith Center on Corporate Responsibility (ICCR), 3M Media offered to reduce the number of billboards carrying tobacco advertising by 50 percent over the next five years. This gradual withdrawal was necessary from 3M Media's point of view both to preserve customer relationships and avoid significant adverse impact on its business. The 50-percent-reduction objective was exceeded, and tobacco advertising thus came to represent a very small share of 3M Media's total business.

Late last year, members of the ICCR requested that we provide a date when our withdrawal from tobacco advertising would be complete. Negotiations with the ICCR members resulted in an agreement that 3M Media would not accept additional contracts for tobacco advertising after December 31, 1996, and would withdraw completely from the business by December 31, 1998.

We appreciate the ICCR's understanding of the need for gradual withdrawal, including our obligation to honor long-term contracts with customers.

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3M Media, Interfaith Center on Corporate Responsibility Announce Advertising Agreements - page 2**Interfaith Center on Corporate Responsibility (ICCR)**

Responding to efforts of stockholder members of ICCR first advanced in 1990 and which intensified in the last six months, 3M Media has agreed to "accept no further contracts for any billboard advertising of tobacco products and promotions" by the end of this year. The agreement made with shareholders connected to the Interfaith Center on Corporate Responsibility (ICCR) allows 3M Media to honor its existing contracts for tobacco, the longest expiring December 31, 1998. The agreement covers not only 3M Media's domestic operations but its international operations as well.

"3M Media is the first major, national media company to take such an enlightened step; we hope its courageous decision will challenge other media companies to balance the public good with corporate profits and decide to get out of the business as well," said Rev. Michael Crosby, Tobacco Program Coordinator of the New York-based ICCR from his office in Milwaukee.

ICCR is a faith-based coalition of 275 Protestant, Catholic and Jewish institutional investors who raise social issues with corporations. Its combined portfolio is \$50 billion. Rev. Crosby organized the 3M Media challenge. This involved a three-fold effort. Four different shareholder resolutions related to 3M Media and tobacco advertising were submitted by four ICCR institutional members and four individuals. Next, health care systems belonging to ICCR indicated their plan to consider the possibility of selective purchases of the company's products. Finally, working alongside ICCR in a supportive role was a third entity, Doctors Ought to Care (DOC), a national, medical activist organization.

Agreement Between 3M and ICCR

3M agrees that, effective December 31, 1998, it will be totally out of billboard or any other form of advertising of tobacco products and promotions, including tobacco-sponsored events when and at which tobacco or tobacco brand names are used. 3M will not accept any

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advertising intended explicitly or implicitly (such as the use of colors, images or other symbols intended to suggest tobacco use even if tobacco is not explicitly referenced) to promote tobacco use. This means that 3M will be allowed to honor its existing 3-year contracts which expire on or before that time.

3M agrees that, effective December 31, 1996 it will accept no further contracts for any advertising or other advertising of tobacco products and promotions, including tobacco-sponsored events when tobacco or tobacco brand names are used. This agreement includes the notions included above.

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FROM
3M Media Relations
3M Center, Building 225-1S
St. Paul, MN 55144-1000