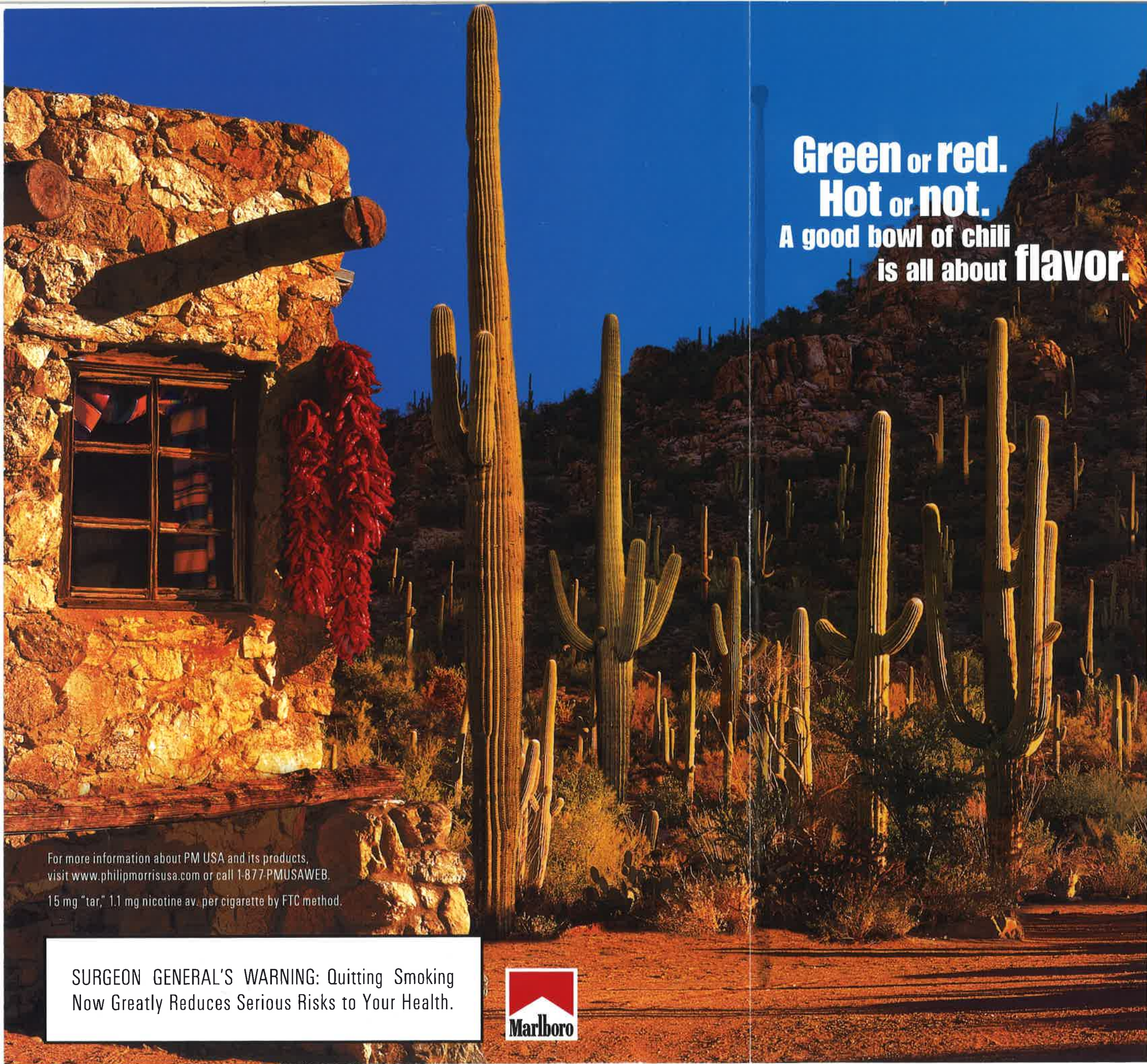


Limited to smokers
21 years and older.
No purchase necessary.
See official rules for details.



**Green or red.
Hot or not.**
A good bowl of chili
is all about **flavor.**

For more information about PM USA and its products,
visit www.philipmorrisusa.com or call 1-877-PMUSAWEB.
15 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**



**Send us your original recipe
for a chance to win.**



50 WINNERS
**A NEW TRUCK
WITH A PARTY ON THE TAILGATE.**

*It takes a tough ride to hold a party this big.
Bring home the truck, packed with everything you
need to make the ground shake—from a stereo and
CDs to steaks and seasonings, and a top-notch
grill to get it all going.*

500 WINNERS
CHILI PARTY AT YOUR PLACE.

*If your chili's this good, throw a party and pass
it around. You'll get all the items in the party package,
to have a party at your place.*

5,000 WINNERS
BRING HOME THE FLAVOR.

*Win a coupon for a free carton of any style Marlboro.
Because flavor is its own reward.*

SEE ENTRY FORM ON OTHER SIDE



We're looking for
the **best chili**
in the **West.**

THE MARLBORO CHILI ROUNDUP CONTEST ENTRY FORM

Participation limited to smokers 21 and older. No purchase necessary. For your chance to win, fill out the form completely (hand print only) and sign in blue or black ink. Then, on a **separate** piece of paper, no larger than 8 1/2" x 11" (one-sided only), hand print or type your **original** chili recipe. Mail to: Marlboro Chili Recipe Contest, P.O. Box 5343, Blair, NE 68009-5343. To be eligible to win, entry form must be received by 5/15/01.

**Jot down your
best chili recipe
and send it in.
If it makes the cut,
you're a winner.**

**Be sure to include
your original recipe
on a separate
piece of paper.
If it's already
been published,
we've already tried it.**

**Return Entry Form
and recipe to:
MARLBORO CHILI
RECIPE CONTEST,
PO BOX 5343,
BLAIR, NE
68009-5343**

Mr.
Mrs.
Ms.
(Check One) First MI Last

Address Street Address Apt. #

Address

City State ZIP

Phone

By entering this contest and signing below, I certify that I am a smoker 21 years of age or older. I have read and understand the Official Rules. I am also willing to receive cigarette coupons and incentive items in the mail, subject to applicable state and federal laws.

SIGNATURE _____

(REQUIRED) OFFICIAL ORDER FORMS WILL NOT BE PROCESSED WITHOUT SIGNATURE AND DATE OF BIRTH.

Date of Birth (Required) 19 Year Today's Date (Required) 20 Year

CURRENT BRAND _____

See Official Rules for complete details.

MARLBORO CHILI RECIPE CONTEST OFFICIAL RULES

PARTICIPATION LIMITED TO SMOKERS, 21 OR OLDER, WHO ARE RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA

- HERE'S HOW TO ENTER:** On an Official Entry Form only in the spaces provided, indicate your complete name, address (including zip code), date of birth, and daytime and evening telephone numbers. Then, on a **separate** piece of paper, no larger than 8-1/2" x 11" (one side only), hand print or type your **original** chili recipe. Include your recipe name, list all ingredients with exact U.S. measurements and include complete directions, required utensils, timing, number of servings and other relevant information. Please be certain to also include your name and complete address on your recipe. Mail your entry, including your original recipe, to: Marlboro Chili Recipe Contest, P.O. Box 5343, Blair, NE 68009-5343. Enter as many different original recipes as you wish, but limit one entry per envelope. Entries must be received on or before 5/15/01 when the contest ends. Not responsible for lost, late or misdirected mail. No correspondence will be acknowledged or entered into. All entries, including recipes become the property of **Philip Morris Incorporated**, and none will be returned. **IMPORTANT!** In order to be eligible for a prize, you must indicate your date of birth and sign your name in the spaces provided on the entry form certifying that you are a smoker, 21 years of age or older as of date of entry.
- All entries must be on official entry forms only. No photocopied or mechanically reproduced entry forms accepted. For each additional contest entry form you would like to receive, send a separate, self-addressed, stamped, #10 (business-size) envelope to: Marlboro Chili Recipe Contest Entry Requests, P.O. Box 5250, Blair, NE 68009-5250. Limit one request per outer mailing envelope. Residents of the state of VT only need not affix postage to return envelopes. Participation limited to residents of the 50 United States and the District of Columbia who are smokers, 21 years of age or older. Entry form requests must be received on or before 5/1/01.
- JUDGING CRITERIA:** All eligible entries will be preliminarily judged by D.L. Blair, Inc., an independent judging organization, whose decisions are final. To determine the best and potential winning 5,550 entries based on the following criteria: Originality and Creativity—50%; Ease of Preparation—35%; and Availability of Ingredients—15%. From these entries only the top 75 entries will be kitchen tested by an independent panel of judges under the supervision of D.L. Blair, Inc., to determine the 50 Grand Prize winners. Final judging (kitchen testing) will be based on the following criteria: Taste—35%; Originality and Creativity—25%; Appearance—20%; and Ease of Preparation—20%. In the event of a tie, tied entries will be rejudget based on Taste only.
- PRIZES:** (50) Grand Prizes—2002 Ford Ranger, and Tailgate Party Fixin's plus \$2,000 cash (ARV \$26,000 ea.), (500) First Prizes—Tailgate Party Fixin's (ARV \$1,900 ea.), (5,000) Runner-Up Prizes—a coupon for a free carton of Marlboro cigarettes (ARV \$20.00 ea.) (residents of the states of MN and UT and of King County, WA will receive the cash equivalent of the free product coupon). Prizes consist of only those items specifically listed as part of the prize. Limit one Grand or First Prize per person/family/household. Limit one Runner-Up Prize per person. Tailgate Party Fixin's (for Grand and First Prize winners) includes a Weber® gas barbecue, \$200 worth of Omaha Steaks® gift certificates, a Coleman® cooler, cups and bowls, chili lights, utensils, an iron cooking pot, Laughing Bull Hot Sauce and other seasonings and a Panasonic® stereo with 25 pre-selected CDs.
- GENERAL RULES:** Contest open to residents of the 50 United States and the District of Columbia, who are smokers, 21 years of age or older at time of entry. Employees of Philip Morris Incorporated ("PM USA"), its affiliates, subsidiaries, advertising and promotion agencies and the immediate family members of each are not eligible. Food professionals such as chefs, nutritionists and home economists are also not eligible. Void where prohibited by law. All federal, state and local laws and regulations apply. PM USA will not be responsible for lost, late, damaged, postage due, misdirected or mutilated mail. Incomplete or illegible entries, entries without a signature or entries not including a date of birth will be deemed null and void. Likelihood of winning depends upon the quality of the submission compared to the quality of all other entries, as judged by the criteria stated in the official rules. PM USA reserves the right to publish all recipes entered into the contest and the right to alter, amend, edit or change recipe titles and recipes prior to publication. Potential Grand and First Prize winners will be required to sign and return an Affidavit of Eligibility/Release of Liability/Prize Acceptance Form, certifying that their entry is their own original work and has not been previously published, and to submit sufficient proof of age in the form of a legible photocopy of a valid government-issued ID (e.g., a driver's license on which your name, address, date of birth and signature appear) within 14 days of attempted notification. Noncompliance within this time period may result in disqualification and the selection of an alternate winner. Upon notification, all potential Runner-Up prizewinners will be required to submit a photocopy of a valid government-issued ID (e.g., a driver's license on which your name, address, date of birth and signature appear). Government-issued IDs must be returned by the date indicated on the Runner-Up prizewinner's notification letter. Noncompliance will result in disqualification and the selection of an alternate winner. Winners will be notified by mail on or about 11/01/01. Any prize/prize notification returned to PM USA as undeliverable will result in disqualification and an alternate winner will be selected. Winner is responsible for all federal, state and local taxes. Grand Prize winners are additionally responsible for any applicable licensing, insurance, title and registration fees. No transfer or substitution of prize permitted. PM USA reserves the right to provide a cash alternative at its sole discretion. This contest will also be offered through direct mail and participating retailers. PM USA will have no liability in connection with the acceptance or use of the prize awarded. Acceptance of prize offered constitutes permission to use winner's name and likeness for commercial purposes without further notice and compensation, unless prohibited by law.
- For the names of prizewinners, available after 1/2/02, send a separate, self-addressed, stamped #10 (business-size) envelope, to: Marlboro Chili Recipe Winners, P.O. Box 5263, Blair, NE 68009-5263, to be received by 5/31/01.