

happy shopping!
look inside

Limited to smokers 21 years of age or older. See Catalog for details.

VIRGINIA SLIMS

Questions? Call toll-free 1-866-4-CLUBYS

9 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

The amount of "tar" and nicotine you inhale will vary depending on how you smoke the cigarette. © Philip Morris Inc. 2001 43871-B4

For more information about PM USA and its products, visit www.philipmorrisusa.com.

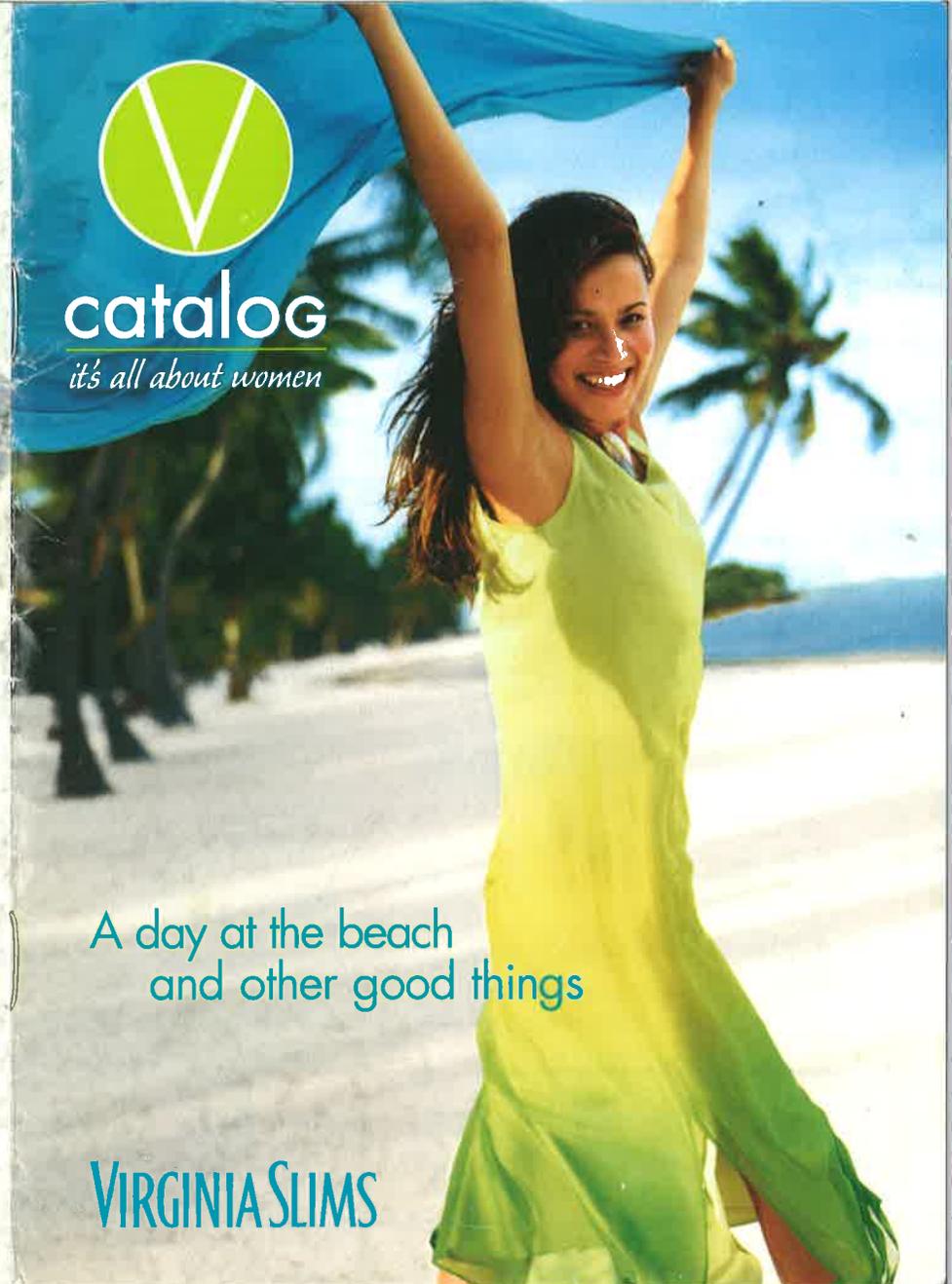
**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**



catalog
it's all about women

A day at the beach
and other good things

VIRGINIA SLIMS





Get in on all things fabulous.

Check out all the glorious goodies from the new V Catalog that you can get with your Virginia Slims UPCs. You'll find items to get you psyched for summer with "A Day at the Beach." Special somethings to perk up your porch like a foldable rocking chair. You can even use those UPCs to get a gourmet lobster dinner for two from Omaha Steaks. Yum. Order all eighteen items right off the back page, or for a copy of the full catalog, packed with fun tips, call **1-866-4-CLUBVS** (1-866-425-8287).

Once you order (and submit a copy of your valid, government-issued ID) you'll automatically become a member of Club Virginia Slims. Then you'll get in on the best offers, members-only gifts, and a direct connection to Club Virginia Slims. So kick up your sparkling toes, and dig into the V Collection. **Happy Shopping.**

VIRGINIA SLIMS

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Alecia Shirley's best beaches:

Best Shelling Beach

Sanibel Island, Florida - A 14-mile stretch of sand, covered in treasures from whelks, cones, periwinkles and fighting conch shells to coquina, fan, lion's paw and sunray venus.

Best Sand Beach

Grayton Beach, Florida - Between Sandestin and Seaside, this beach's pure white sand is finer than sugar.

Best Romantic Beach

Goosewing Beach, Rhode Island - A spectacular beach dotted with ponds that attract elegant white swans.

Best People Watching Beach

Venice Beach, California - With its green-haired guitarists, sword swallows and body builders, this is one of the craziest, funkiest beaches in America.

Best Wilderness Beach

Cumberland Island, Georgia - A Protected National Seashore, where sea turtles breed, alligator holes abound and wild horses stroll the sands with you.

Alecia Shirley lives in Jackson, Mississippi, and is the editor of *The Beach Book: A Literary Companion*. (Sarabande Books)



a day at the beach

KEY LIME SUNDRESS

This airy, sleeveless sundress whirls around a woman's curves like seawater. The sheer top layer is shaded from key lime to grass green. Side darts add shape and slits on each side allow it to flow in the breeze. Side zipper closure. 100% polyester chiffon with georgette lining. S, M, L, XL. Imported.

Free with 150 pack UPCs



OVERSIZED BEACH TOWEL

Wrap yourself in plush softness. This extra large and fluffy towel is the ultimate beach luxury. Blue, green and aqua stripes recall the sea and sky. Measures 40" x 72". Imported.

✓ free with 85 pack UPCs

MARITIME BLUE SUNGLASSES AND CASE

Fashion mags and glamour gals agree, blue sunglasses are key. The rimless lenses are made of lightweight, impact-resistant acrylic with 100% UVA and UVB protection. Gradated from deep to pale blue. Frosted blue plastic case. Imported.

✓ free with 40 pack UPCs

LIME GREEN FROSTED BEACH TOTE

Make a bold statement at the beach with this lime green frosted PVC tote. Durable and water-resistant. Small holes in the bottom are perfect for draining shells and other found treasures. Imported.

✓ free with 65 pack UPCs

BLUE BEADED FLIP-FLOPS

Sassy blue and green soles accent the iridescent blue beaded straps. Lightweight and fun, these could be your favorite sandals of the season. S (5 - 6), M (7 - 8), L (9 - 10). Imported.

✓ free with 40 pack UPCs



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The amount of "tar" and nicotine you inhale will vary depending on how you smoke the cigarette.



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



**LOBSTER DINNER FOR TWO
FROM OMAHA STEAKS**

What's more romantic than a lobster dinner for two? A lobster dinner for two that neither of you had to cook. This entire decadent meal is delivered frozen, ready to heat and serve, and includes two succulent six ounce frozen lobster tails, four delicious six ounce stuffed baked potatoes, two pounds of mixed vegetables, a 15 ounce New York-style cheesecake and four ounces of lemon parsley butter.

● free with 350 pack UPCs

9 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

The amount of "tar" and nicotine you inhale will vary depending on how you smoke the cigarette.

**SURGEON GENERAL'S WARNING: Quitting Smoking
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order up all things fabulous

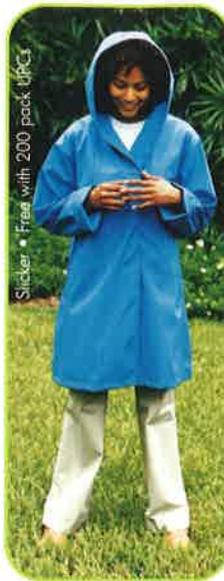
VIRGINIA SLIMS



Rocking Chair • Free with 375 pack UPCs



Silk Nightie • Free with 125 pack UPCs



Slicker • Free with 200 pack UPCs



CD Player
Free with 270 pack UPCs



Lantern with Candle
Free with 65 pack UPCs



Red Jacket • Free with 175 pack UPCs

and other good things...and other good things...and other good things...and other good things....



Watering Can
Free with 65 pack UPCs



Umbrella
Free with 100 pack UPCs



Wind Chimes
Free with 40 pack UPCs



Tumbler Set
Free with 100 pack UPCs



Free Carton Coupon
Free with 180 pack UPCs

* Free product coupon offer void in Minnesota, Utah and King County, WA.

9 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

The amount of "tar" and nicotine you inhale will vary depending on how you smoke the cigarette.



Cigarette Case • Free with 65 pack UPCs

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



Happy Shopping! To Order, Follow These Simple Steps

To further ensure that only smokers 21 years of age or older participate in any Virginia Slims programs through the mail, we're requiring you to send us a legible copy of a valid, government-issued ID as proof of age, and to complete and sign this form. Thanks in advance for your help.



We require a legible copy of a valid, GOVERNMENT-ISSUED ID as proof of age. Your ID must include: **Date of Birth • Full Name • Address • Signature**. If any of this information appears on the back, please copy both sides.

We only need a copy of a valid, government-issued ID showing your name, address, signature and date of birth. Feel free to cross out your driver's license #, social security # or information, other than your name, address, signature and date of birth, that you prefer not to share.

Your Privacy: Philip Morris USA maintains strict consumer information privacy policies reflecting our commitment to respect and protect the privacy of our consumers. For a copy of our privacy policy, please write to: Philip Morris USA, P.O. Box 8005, Dover, DE 19905-8005

Questions? Call toll-free 1-866-4-CLUBVS.

STEP FOUR Happy shopping.

Offer limited to smokers 21 years of age or older. Program starts 2/1/02. Orders must be received by 11/30/02.

- Complete the order form below using black ink. Orders must include your signature and date of birth.
- Be sure to include the appropriate number of Virginia Slims pack UPCs. Sorry, no carton UPCs will be accepted.
- Use the chart to determine shipping/handling fees and include credit card information, check or money order payable to: Virginia Slims V Catalog (no cash, please).
- Mail completed order form, a legible copy of your valid, government-issued identification, UPCs and credit card information, check or money order in a padded envelope to: Virginia Slims, P.O. Box 8756, Dover, DE 19905-8756. Be sure to use proper postage. Allow 10-12 weeks for delivery.
- Call toll-free 1-866-4-CLUBVS for information about our easy return policy. Orders limited to 2 of each item per person, regardless of style or size, with a maximum of 36 items total throughout the promotion. Only one order form per envelope.

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Call toll-free 1-866-4-CLUBVS (1-866-425-8287) with inquiries about your order.

Item	size (fit in case)	qty.	x	pack UPCs per item	=	total pack UPCs
1. Sundress	• • • M • • •		x	150	=	
2. Beach Towel			x	85	=	
3. Sunglasses w/Case			x	40	=	
4. Beach Tote			x	65	=	
5. Flip-Flops	• • • M • • •		x	40	=	
6. Wind Chimes			x	40	=	
7. Wandering Cati			x	65	=	
8. Umbrella Set			x	100	=	
9. Lantern w/Case			x	65	=	
10. CD Player			x	270	=	
11. Umbrella			x	100	=	
12. Slider	• • • M • • •		x	200	=	
13. Fleece Jacket	• • • M • • •		x	175	=	
14. Cigarette Case			x	65	=	
15. Silk Nightgown	• • • M • • •		x	125	=	
16. Rocking Chair			x	375	=	

Premium Items Below (only require \$1.00 shipping & handling each)

17. Free Carlon Coupon*		x	180	=	
18. Lobster Dinner Certificate*		x	350	=	
TOTAL PACK UPCs ENCLOSED					
TOTAL SHIPPING & HANDLING ENCLOSED Based on total UPCs except Free Carlon Coupon and Lobster Dinner Certificate.					
1-150 UPCs=\$5.00 151-300 UPCs=\$6.50					
301 or more UPCs=\$8.00					
* Free Carlon Coupon and Lobster Dinner Certificate \$1.00 shipping & handling each					
TOTAL AMOUNT ENCLOSED					
(Only credit card, check or money order will be accepted)					

CUT OUT YOUR PHOTOCOPIED ID AND TAPE HERE

REQUIRED:
Please securely affix a legible copy of the FRONT of your valid, GOVERNMENT-ISSUED identification here. Tape all four sides. Do not staple.

If any of the required information appears on the BACK, please securely affix a legible copy of the BACK of your valid, GOVERNMENT-ISSUED identification here. Tape all four sides. Do not staple.

STEP TWO

Please print your current full name and address. (No nicknames or abbreviations, please.)

IMPORTANT - Current name and address

Mr. Ms. Mrs. First Last

Address Apt. #

City State ZIP

IMPORTANT - If the information on your ID is not the same as your current name and/or address, please tell us why.

Fill in all that apply.

1. Change in marital status 2. Legal name change 3. Moved 4. Use P.O. Box
5. Dual residence 6. Misspelling 7. Nicknames/Abbreviations 8. Other _____

If all your information matches and is the same, go to Step 3.

Please sign and complete.

STEP THREE

Please sign and complete this form.

By participating in this offer and signing below, I certify that I am a smoker 21 years of age or older. I further certify that I have provided a copy of a valid, government-issued ID. I am also willing to receive cigarette coupons and incentive items in the mail, subject to applicable state and federal laws.

Signature (Required) Date of Birth (Required) / / 19 / Today's Date (Required) / / 20 /

Month Day Year Month Day Year

Phone - -

My Regular Brand is:

Have a friend who smokes and wants to order or join the Club? It's as easy as calling toll-free 1-866-4-CLUBVS. Limited to smokers 21 years of age or older.

HERE'S HOW TO GET THE BEST FIT:

- Bust** - Measure under arms and around fullest part of the chest. **Show Size** S (5-6) M (7-8) L (9-10)
- Waist** - Measure around waistline, keeping the tape measure a little loose.
- Hips** - Measure around fullest part of hips while standing.

Size	S (6-8)	M (10-12)	L (14-16)	XL (18)
Bust	33-35	36-38	39-41	42-44
Waist	25-27	28-30	31-33	34-36
Hips	38-38	39-41	42-44	45-47

Any questions about sizing? Call toll-free 1-866-4-CLUBVS (1-866-425-8287).

VISA MasterCard MICROWAVE CREDIT CARD ORDERS WILL NOT BE PROCESSED WITHOUT SIGNATURE OF CARDHOLDER.

CREDIT CARD NUMBER EXPIRATION DATE / / /

MONTH YEAR

SIGNATURE (REQUIRED)

Enclose your order form in a padded envelope and mail to: Virginia Slims, P.O. Box 8756, Dover, DE 19905-8756 (You must complete and submit all pages of your order form for your order to be processed.)

Program starts 2/1/02. Offer expires and orders must be received by 11/30/02. Offer good only in the USA. Offer void in Kansas and where otherwise restricted or prohibited by law. Free product coupon offer void in Minnesota, Utah and King County, WA. No phone orders accepted. No photocopies or facsimiles of order form accepted. Order form will be rejected if signature, date of birth and a legible copy of your valid, government-issued identification are not provided. Orders are not transferable. No group or organization orders will be honored. Items may be shipped separately. Offer void to employees of Philip Morris and its advertising agencies. Fraudulent or invalid submissions will not be honored, and excess UPCs will not be returned. Not responsible for lost, late, damaged, misdirected or postage due mail. If we are precluded at any time from accepting your order, we will return your UPCs and shipping and handling charges. CW-051700

STEP FIVE Mail your order.