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August 8, 1988

Mr. Merrett Stierheim
Chairman
Women's International Tennis Association
Grand Bay Plaza
2665 S. Bay Shore Drive
Miami, FL 33133

Dear Mr. Stierheim,

Cigarette smoking is the number one cause of disease and death in America. The average age smokers begin smoking is twelve, and twelve year olds are not getting enough information to make that decision. By the time they realize their mistake, it's too late... they are addicted.

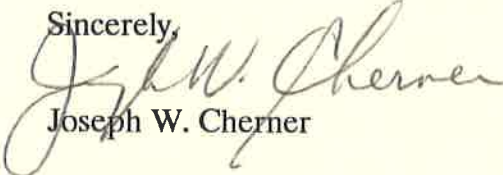
Women's tennis can no longer participate in the promotion of what is universally recognized as an unhealthy addiction. Philip Morris is not a charity. Philip Morris sponsors women's tennis to buy respectability, and to associate cigarettes with a healthy activity. This is deceitful. By accepting Philip Morris' sponsorship, women's tennis is condoning the spread of an unhealthy addiction.

Whatever may have been the relationship between Philip Morris and women's tennis in the past, the time has come to accept the many alternative sponsorships which have in fact already been offered.

Within the Philip Morris conglomerate there are many healthful products, whose sponsorship you could accept in all good conscience. It has been speculated in the press that the Europeans have already chosen this solution.

Your refusal to do so is quite frankly shameful.

Sincerely,



Joseph W. Cherner