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PHILIP MORRIS HISTORY

HIGHLIGHTS

- 1847 - Philip Morris Esq. opens a shop on Bond Street in London
- 1855 - Frederic Miller opens a brewery in Milwaukee, Wisconsin
- 1902 - Philip Morris & Co., Ltd. is incorporated in New York by Gustav Eckmeyer
- 1919 - A new firm, owned by American stockholders, acquires the U.S. Philip Morris company and incorporates in Virginia under the name of Philip Morris & Co., Ltd., Inc.
- 1929 - C. L. Grigg markets "Bib-Label Lithiated Lemon-Lime Soda," later renamed *7UP*
- 1929 - Philip Morris begins manufacturing its own cigarettes by purchasing a factory in Richmond
- 1933 - Johnny calls for Philip Morris for the first time in the Hotel New Yorker lobby
- 1954 - Benson & Hedges merges with Philip Morris
- 1954 - Philip Morris (Australia) Ltd. is set up as first major affiliate outside the U.S.
- 1955 - Overseas division set up at Philip Morris
- 1955 - Philip Morris Incorporated becomes the company's corporate name
- 1955 - *Marlboro* introduced nationally in *flip-top* box with cork-tipped "selectrate" filter
- 1957 - Milprint and Nicolet Paper Co. acquired
- 1967 - Corporate structure of Philip Morris reorganized to create Philip Morris Incorporated and three operating companies: Philip Morris Domestic (renamed Philip Morris U.S.A. in 1968), Philip Morris International, and Philip Morris Industrial
- 1970 - Philip Morris effects whole ownership of Miller Brewing Company
- 1972 - Philip Morris acquires 100% of Mission Viejo Company
- 1973 - The Seven-Up Company becomes the sixth Philip Morris operating company
- 1973 - Philip Morris buys the international cigarette business of the Liggett Group Inc.
- 1981 - Philip Morris Incorporated announces the acquisition of shares and bonds of Rothmans International PLC as an investment in that company
- 1984 - Philip Morris announces consolidated operating revenues increased 6.5% to \$13.8 billion

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PHILIP MORRIS HISTORY

- 1847 - Philip Morris Esq., Tobacconist and Importer of Fine Seagars, opens a shop on Bond Street in London
- 1854 - Philip Morris makes his first cigarettes
- 1855 - Frederic Miller, a young German braumeister, opens a brewery in Milwaukee, Wisconsin
- 1870 - 22 New Bond Street, London headquarters, begins to produce Philip Morris Cambridge and Philip Morris Oxford Blues (later called Oxford Ovals and Philip Morris Blues)
- 1873 - 13 Bond Street, London - Richard Benson and William Hedges open shop
- 1873 - Philip Morris dies - widow Margaret and brother Leopold Morris carry on cigarette trade
- 1877 - Players Navy Cut cigarettes acquired by John Player
- 1879 - Melachrino cigarettes first marketed
- 1880 - Leopold Morris buys out Margaret Morris's interest in the business
- 1885 - Leopold joins with Joseph Grunebaum to establish Philip Morris & Company and Grunebaum, Ltd.
- 1885 - Blues, Cambridge, Derby, Unis, Marlborough (the ladies' favorite) are marketed
- 1887 - Leopold and Grunebaum dissolve their partnership. Company becomes Philip Morris & Co., Ltd.
- 1894 - Company is reorganized in 1894 as William Curtis Thompson and his family assume a majority interest
- 1899 - Benson & Hedges opens New York branch at 288 Fifth Avenue
- 1900 - Benson & Hedges moves to 314 Fifth Avenue, New York
- 1901 - Philip Morris & Co., Ltd. by royal warrant is appointed tobacconist for King Edward VII
- 1902 - Philip Morris & Co., Ltd. is incorporated in New York, 110-122 Broad Street, by Gustav Eckmeyer, who had been sole agent for Philip Morris in the U.S. since 1872, importing and selling the English-made cigarettes
- 1905 - Right to manufacture and vend all Philip Morris brands in Canada is granted by Thompson's firm to the New York company

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- 1907 - The New York firm is reorganized and moves to 4020 West Broadway. Benson & Hedges moves to 435 Fifth Avenue
- 1917 - Philip Morris moves to 72 Fifth Avenue
- 1918 - English Ovals becomes the first blend of domestic leaf presented by Philip Morris. These cigarettes are priced at 20 for \$.30
- 1919 - The Philip Morris coronet logo is introduced
- 1919 - A new firm, owned by American stockholders, acquires the U.S. Philip Morris company and incorporates in Virginia under name of Philip Morris & Co., Ltd., Inc.
- 1920 - The first Philip Morris Annual Report is published
- 1922 - Philip Morris-International Corp. is organized; introduces Players
- 1923 - Revelation is introduced by Continental Tobacco Co., a major competitor
- 1924 - Philip Morris becomes exclusive agent for Rameses and Stephano cigarettes
- 1924 - Philip Morris moves to 44 West 18th Street
- 1924 - Unfiltered Marlboro is introduced
- 1924 - Reuben M. Ellis becomes President of Philip Morris
- 1926 - A series of Marlboro ads showing a feminine hand promotes that cigarette for women
- 1926 - Philip Morris-International Corp. dissolved
- 1928 - Philip Morris begins to make regular dividend payments
- 1928 - Benson & Hedges is sold to an American financial group
- 1929 - Stephano Bros. ceases manufacture of Philip Morris brands
- 1929 - Philip Morris begins manufacturing its own cigarettes by purchasing a factory in Richmond
- 1929 - Philip Morris and Continental Tobacco Co. are both located at 119 Fifth Avenue
- 1929 - Reuben M. Ellis and Leonard B. McKitterick take control of Philip Morris

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- 1929 - C. L. Grigg markets "Bio-Label Lithiated Lemon-Lime Soda," later renamed 7UP.
- 1930 - Ivory-tipped Marlboro introduced
- 1930 - "Battle of the Brands" continues as Continental Tobacco Co.'s Paul Jones becomes the first of the 10 cent brands
- 1930 - Alfred E. Lyon joins Philip Morris from Europe and becomes West Coast representative
- 1931 - Benson & Hedges' Parliament (plain and cork tip) and Virginia Rounds are introduced
- 1932 - Parliament becomes the first cigarette with a filter mouthpiece made from a blend of domestic (burley) and Turkish leaf
- 1933 - Philip Morris English Blend in the brown pack is introduced
- 1933 - Johnny calls for Philip Morris for the first time in the Hotel New Yorker lobby
- 1933 - Johnny is introduced on radio (NBC) for the first time on April 17
- 1933 - Leonard B. McKitterick becomes President of Philip Morris
- 1934 - Paul Jones is made with a cork tip. Cigarette Time, an ivory-tipped mentholated cigarette, is introduced
- 1934 - Philip Morris buys the assets of Continental Tobacco Co.
- 1936 - Otway Hebron Chalkley becomes President; Alfred E. Lyon, Executive Vice President
- 1938 - First offering of Philip Morris preferred stock placed on market
- 1940 - Country Doctor smoking tobacco added by Philip Morris
- 1944 - Philip Morris buys Axton-Fisher plant and facilities in Louisville, Kentucky (with this deal Philip Morris acquired Fleetwoods and Spud)
- 1945 - Otway Chalkley becomes Chairman of the Board; Alfred E. Lyon becomes President of Philip Morris
- 1946 - O. Parker McComas joins Philip Morris as Vice President
- 1948 - "No cigarette hangover" campaign and nose test campaign begin for Philip Morris brand

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- 1949 - Philip Morris sponsors its first television show - "Tax and Jinx Preview"
- 1949 - Alfred E. Lyon becomes Chairman of the Board; O. Parker McComas, President
- 1950 - Philip Morris moves to 100 Park Avenue - awarded "Office of the Year" citation from Office Management and Equipment magazine
- 1951 - Philip Morris sponsors the "I Love Lucy" show
- 1952 - New plant is opened in Louisville, Kentucky
- 1953 - Tobacco Industry Research Committee formed at the suggestion of O. Parker McComas
- 1953 - Philip Morris sponsors "So You Want to Lead a Band" program
- 1954 - Benson & Hedges merges with Philip Morris
- 1954 - Philip Morris introduces "snap-open pack"
- 1954 - Philip Morris (Australia) Ltd. is set up as first major affiliate outside the U.S.
- 1954 - Marlboro test-marketed as a full-flavored man's cigarette
- 1955 - Philip Morris replaces its brown pack with a red and white package
- 1955 - Overseas division set up at Philip Morris
- 1955 - Philip Morris Incorporated becomes the company's corporate name
- 1955 - Philip Morris profit-sharing plan introduced to U.S. employees
- 1955 - Marlboro goes national and is introduced in flip-top box with cork-tipped "selectrate" filter. Response was so enthusiastic that the supply did not catch up with the demand until April
- 1955 - License agreement signed with La Suerte Cigar and Cigarette Factory, the Philippines
- 1956 - License agreement signed with Tabacalera Nacional SA, Panama
- 1956 - License agreement signed with C.A. Tabacalera Nacional, Venezuela
- 1956 - King-size Philip Morris in a soft package is converted to long-size Philip Morris in a flip-top box
- 1956 - Parliament introduced in blue, gold and white flip-top box

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- 1956 - Filter Spud introduced in flip-top box
- 1956 - Philip Morris sponsors "The Philip Morris Country Music Show"
- 1956 - Marlboro becomes first national sponsor of National Football League telecast
- 1957 - Milprint and Nicolet Paper Co. acquired. Acquisition represents Philip Morris's first diversification outside the tobacco business
- 1957 - License agreement signed with Fabriques de Tabac Reunies, SA, Switzerland for manufacturing of Marlboro
- 1957 - Marlboro in the flip-top box introduced in England and Australia
- 1957 - Revelation and Bond Street packaged in flexible pouches
- 1957 - Philip Morris receives the Packaging Institute's Corporate Award
- 1957 - Philip Morris Employee Scholarship Plan instituted
- 1957 - Joseph F. Cullman 3rd becomes President of Philip Morris Incorporated
- 1958 - Johnny celebrates his 25th Anniversary with Philip Morris
- 1958 - Parliament introduced as a popular-priced cigarette in the high filtration field. It is offered in a flip-top box or soft pack
- 1958 - Marlboro introduced in soft pack
- 1958 - Marlboro re-engineered to improve filtration
- 1958 - Polymer Industries, Inc. acquired
- 1958 - Benson & Hedges (Canada) Ltd. acquired as Philip Morris affiliate
- 1959 - Research Center in Richmond dedicated to O. Parker McComas
- 1959 - C.A. Tabacalera Nacional, licensee in Venezuela since 1956, becomes first Latin American affiliate
- 1959 - Alpine introduced
- 1960 - Philip Morris Commander introduced on Mark VIII machine
- 1960 - Philip Morris Regular changed to match the Commander pack

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- 1960 - A new slide and shell package design successfully introduced for Benson & Hedges, the largest selling premium-priced cigarette in America
- 1960 - Philip Morris, Marlboro, Alpine, and Parliament manufactured in Venezuela by C.A. Tabacalera Nacional
- 1960 - Marlboro soft pack introduced in Germany under new manufacturing agreement with Martin Brinkmann A.G.
- 1960 - Marlboro and Philip Morris marketed in the Philippines
- 1960 - A.S.R. Products Corporation acquired
- 1960 - Philip Morris sponsors "CBS Reports"
- 1960 - George Weissman appointed Chairman of the Board and Chief Executive Officer of Philip Morris Overseas
- 1961 - Philip Morris Overseas renamed Philip Morris International
- 1961 - License agreement signed with Hong Kong Tobacco Company
- 1961 - Philip Morris (brown pack) introduced in Hong Kong
- 1961 - Pal Premium blade introduced: Gem Premium single edge blade introduced
- 1961 - Philip Morris signs license agreement with SEITA, French tobacco monopoly, for manufacture and distribution of Parliament
- 1962 - License agreement signed with Amer Tupakka Oy, Finland
- 1962 - Benson & Hedges (Canada) Ltd. and Canadian Tobacofina Ltd. merge
- 1962 - "Marlboro Country" ad slogan is introduced in selected markets
- 1962 - Pal stainless steel injector razor introduces new line
- 1962 - License agreement signed with Monopoli di Stato, Italy
- 1962 - La Altense, later renamed Tobacalera Centroamericana, S.A., Guatemala, becomes an affiliate
- 1963 - "Marlboro Country" advertising campaign makes its national debut
- 1963 - Philip Morris announces it will construct an Operations Center in Richmond, Virginia

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- 1963 - Burma-Vita Company acquired
- February 1963 - Paxton test marketed in Fresno, California, and Tulsa, Oklahoma
- February 1963 - Saratoga test marketed in Hartford, Connecticut, and Sacramento, California
- February 1963 - Personna stainless steel double edge razor blades introduced by American Safety Razor Company
- March 1963 - Pal stainless steel razor is shown at Buenos Aires' Museum of Modern Art and Louvre Museum in Paris
- March 1963 - License agreement signed with Austria Tabakwerke AG for manufacture and distribution of Marlboro
- March 21 1963 - Joseph F. Cullman 3rd receives Cross of Chevalier du Merite Commercial et Industrial from French Government
- April 1963 - Pal stainless steel injector blades introduced
- April 1963 - Clark Bros. Chewing Gum Company acquired
- April 1963 - Philip Morris holds its first Derby Festival in Louisville, Kentucky
- April 24 1963 - Philip Morris Inc. receives President's "E" Award from FDR, Jr., Under Secretary of Commerce
- 1963 - Paxton test marketed in New England and Middle Atlantic States, Ohio and Hawaii
- June 1963 - Pal and Personna stainless steel blades launched nationally
- June 1963 - Paxton goes national in all 50 states
- September 1963 - Philip Morris makes tennis film narrated by Chris Schenkel and Roy Emerson
- September 1963 - Saratoga test marketed in Seattle, Washington
- September 1963 - Field and Stream pipe tobacco introduced
- September 1963 - Paxton introduced in Puerto Rico
- September 1963 - Multifilter introduced in Humiflex plastic package
- October 1963 - Alpine coupon redemption program instituted
- December 1963 - King-size English Ovals marketed

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- December 1963 - Fabriques de Tabac Reunies, S.A., Switzerland, becomes first Philip Morris cigarette manufacturing affiliate on the continent of Europe
- January 1964 - Surgeon General's Report on Smoking and Health is issued
- January 1964 - Johnny marks his 30th Anniversary
- February 1964 - Agreement signed with Ruder & Finn, public relations firm
- March 1964 - Philip Morris Multifilter with a charcoal filter introduced
- April 1964 - Galaxy cigarettes introduced with redemption coupon
- April 1964 - Philip Morris dedicates the first building of the Operations Center in Richmond, Virginia
- May 1964 - Benson & Hedges Little Filter cigars introduced
- July 1964 - Parliament comes out with charcoal filter
- September 1964 - Premier of "Great Moments in the History of Tennis"
- January 1965 - Marlboro production begins in France under a licensing agreement signed with SEITA, the French tobacco monopoly
- January 1965 - Self-imposed cigarette advertising code goes into effect by which the companies, voluntarily and individually, agree not to promote cigarettes to young people and to avoid implying smoking has health benefits or is essential to social prominence
- April 1965 - "Teaberry Shuffle" ads promote Clark's Gum
- May 1965 - Philip Morris de Puerto Rico becomes an affiliate
- 1965 - Milprint, Inc., Nicolet Paper Co., and Polymer Industries, Inc. combine to form the Industrial Products Division, predecessor of Philip Morris Industrial. Fred M. Stefan named President of the new division
- November 1965 - Harold Thorkilsen appointed President of A.S.R.
- December 1965 - Gemini space food packaging developed by Milprint
- January 1966 - Federal Cigarette Labeling Act goes into effect, requiring cigarette companies to include on all packages the words "Caution: Cigarette Smoking May Be Hazardous To Your Health"

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- January 1966 - Hugh Cullman elected Executive Vice President of Philip Morris
- April 1966 - Marlboro Menthol cigarettes introduced
- May 2 1966 - Joseph F. Cullman 3rd named to Tobacco Hall of Fame
- June 1966 - License agreement signed with Superior Tobacco Company, N.V., Netherlands Antilles
- September 1966 - Massalin y Celasco S.A.C.e I. joins Philip Morris Latin American operations as affiliate in Argentina
- September 1966 - Benson & Hedges 100's--menthol and regular--introduced nationally
- January 1 1967 - Corporate structure of Philip Morris reorganized to create Philip Morris Incorporated and three operating companies: Philip Morris Domestic, Philip Morris International, and Philip Morris Industrial
- Joseph F. Cullman 3rd appointed Chairman of the Board and Chief Executive Officer of Philip Morris Incorporated
 - George Weissman appointed President and Chief Operating Officer of Philip Morris Incorporated
 - Hugh Cullman appointed President of Philip Morris International
 - Fred M. Stefan appointed President of Philip Morris Industrial
 - Ross R. Millhiser appointed President of Philip Morris Domestic
- April 1967 - Kwara Tobacco Company of Ilorin, Nigeria, becomes Philip Morris affiliate (later renamed Philip Morris Nigeria Ltd.)
- June 1967 - Marlboro 100's launched nationally in the Gold Pack
- September 1967 - Marlboro 100's introduced in the flip-top box
- January 1968 - Philip Morris Domestic changes its name to Philip Morris U.S.A.
- February 1968 - Koch Convertograph Co. acquired by Philip Morris Industrial. Renamed Koch Label Co.
- 1968 - Virginia Slims test-marketed in San Francisco
- August 1968 - Philip Morris acquires Godfrey Phillips Ltd., a British holding company, thereby obtaining interests in Godfrey Phillips India, Ltd., Premier Tobacco Industries Ltd., Pakistan, and Godfrey

TCAL0304603

Phillips New Zealand (later renamed Philip Morris (New Zealand) Ltd.)

- September 1968 - Virginia Slims marketed nationally
- January 1969 - Philip Morris Incorporated reports that operating revenues for 1968 exceeded \$1 billion for the first time
- February 1969 - Philip Morris Holland B.V. joins network of international affiliates
- May 1969 - License agreement signed for manufacture of cigarettes in Bolivia
- May 1969 - Philip Morris Sweden AB created as an affiliate
- June 1969 - Philip Morris acquires 53% ownership of Miller Brewing Co. from W.R. Grace & Co.
- July 1969 - E. Leon Jimenes, C. por A., becomes Philip Morris affiliate in the Dominican Republic
- October 1969 - License agreement signed with Fabrika Duvana Sarajevo, Yugoslavia, for the manufacture of Marlboro
- January 1970 - Philip Morris U.S. distributorship of Flavor Tree Food Products (Kit Kat, Coffee Crisp, etc.) terminated
- February 1970 - Marlboro 100's Red Pack test marketed in Seattle and Spokane, Washington
- March 1970 - Philip Morris GmbH started up as affiliate in West Germany
- June 1970 - Philip Morris effects whole ownership of Miller Brewing by purchasing outstanding 47% of stock from De Rance Foundation in Milwaukee, Wisconsin
- August 1970 - Face Guard razor blades test-marketed
- September 1970 - First Virginia Slims tennis tournament takes place in Houston, Texas
- October 1970 - Marlboro 100's (ventilated filter) introduced
- 1970 - Parliament 80/85 charcoal filter marketed
- December 1970 - Plainwell Paper Co., Inc. acquired by Philip Morris Industrial
- 1970 - Proveedora Ecuatoriana S.A., Ecuador, formed as a marketing affiliate

TCAL0304604

- 1970 - Cigarette companies voluntarily agree to display "tar"-nicotine data in all advertising
- January 2 1971 - Cigarette TV and radio advertising ban goes into effect
- February 1971 - Personna '74 tungsten steel blade (distributed nationally)
- May 1971 - Contract signed in Spain for the purchase of companies which later become affiliates Philip Morris Espana, S.A., and Philip Morris Iberica, S.A.
- June 1971 - Armstrong Coated Products acquired by Philip Morris Industrial
- September 1971 - John A. Murphy elected Chief Executive Officer of Miller Brewing Company
- October 1971 - License agreement signed with Cia Colombiana de Tabaco, Colombia
- November 1971 - Philip Morris France S.A., marketing affiliate, established
- November 1971 - Weltaf S.A., Belgium becomes a Philip Morris affiliate
- 1971 - Lindeman (Holdings) Ltd., wine company, becomes subsidiary of Philip Morris (Australia) Ltd. P.T. Philip Morris Indonesia set up as an affiliate
- January 1972 - Cigarette manufacturers required to include health warnings on all advertising, direct mail, and point-of-sale material
- 1972 - Marlboro Lights introduced
- 1972 - Face Guard expands to national distribution
- 1972 - Tabacalera Nacional, S.A. of Panama, a licensee since 1955, becomes a Philip Morris affiliate
- 1972 - Parliament 100's with charcoal filter goes national
- 1972 - Personna floating head razor (injector) goes on the market
- April 1972 - Philip Morris celebrates its 125th anniversary
- August 1972 - Flicker Ladies' Shaver introduced in test markets
- September 1972 - Philip Morris acquires 100% of Mission Viejo Company, a community development and home building firm
- December 1972 - License agreement signed with Japan Tobacco and Salt Public Corp. and Federal Tobacco Ltd., Trinidad and Tobago, for the manufacture of Marlboro

TCAL0304605

- December 1972 - Wikolin Polymer Chemie GmbH, Germany, acquired by Philip Morris Industrial
- December 1972 - Marlboro ends the year as the world's best-selling cigarette
- January 1973 - Philip Morris Incorporated's 1972 operating revenues surpass \$2 billion for the first time
- March 1973 - The new Richmond Manufacturing Center makes its first cigarettes
- April 1973 - Personna Double II razor with twin double-edge blades introduced
- April 1973 - Lightfoot Company, soap manufacturers, dissolved
- April 1973 - Clark Gum Company sold
- April 25 1973 - The Research Center Tower in Richmond is dedicated
- 1973 - Mrs. Margaret B. Young, member of Philip Morris Board of Directors, is appointed U.S. delegate to the 28th session of the United Nations General Assembly
- May 1973 - The CAB orders commercial airlines to separate smokers and nonsmokers
- May 1973 - Tabacalera Andina, S.A., established as a manufacturing affiliate in Ecuador
- May 1973 - Surtech Coating Co. formed by Philip Morris Industrial
- July 1973 - Tabacalera S.A., Spain, announces it is a partner with Philip Morris in Philip Morris Espana, S.A., and Philip Morris Iberica, S.A.
- September 1973 - First Marlboro Cup race is won by Secretariat
- 1973 - License agreement signed with Agros, the National Company for Exterior Commerce, and ZPT, the Polish cigarette industry, for the manufacture and marketing of Marlboro
- October 1 1973 - George Weissman named Vice Chairman of the Board of Directors
- Ross R. Millhiser elected President of Philip Morris Incorporated
 - Clifford H. Goldsmith elected President of Philip Morris U.S.A.
- 1973 - Miller announces plans for a \$16 million aluminum can plant in Milwaukee, Wisconsin

TCAL0304606

- January 1974 - Miller announces record sales for 1973, moving it from seventh to fifth place in the industry. Plans \$70 million brewery in Fulton, N.Y.
- February 1974 - Philip Morris announces joint venture in Brazil with the State Development Bank of the State of Parana in forming Philip Morris Brasileira S.A. de Cigarros
- March 1974 - Philip Morris Incorporated signs five-year scientific and technical cooperative agreement with the State Committee of the U.S.S.R. Council of Ministers for Science and Technology
- March 1974 - License agreements signed with Rothmans of Pall Mall (Malaysia) BHD and Rothmans of Pall Mall (Singapore) Pte. Ltd.
- 1974 - Philip Morris International, "luxury" premium-priced brand, launched in Europe
- June 1974 - License agreement signed with Papastratos Cigarette Manufacturing Company, Greece
- July 1974 - Mexican affiliate Cigarrera Nacional S.A. merges with La Tabacalera Mexicana, S.A. de C.V.O.
- 1974 - Richmond Research Center Tower named "Laboratory of the Year" by Industrial Research magazine
- 1974 - Benson & Hedges (Canada) Ltd. sells Formosa Spring Brewery
- October 12 1974 - Richmond Operations Center is dedicated
- October 14 1974 - Johnny retires
- December 1974 - License agreement signed with Tabacalera, S.A. for the manufacture of Marlboro in Spain
- January 1975 - Philip Morris Incorporated's 1974 operating revenues surpass \$3 billion
- January 1975 - Milprint Inc., subsidiary of Philip Morris Industrial, celebrates its 75th Anniversary
- January 1975 - In Brazil, Philip Morris acquires Companhia de Fumos Santa Cruz
- February 1975 - Saratoga 120's test marketed
- March 1975 - Lite Beer from Miller introduced nationally
- April 1975 - Saratoga 120's introduced nationally

TCAL0304607

- April 1975 - By mid-April Miller's first aluminum can manufacturing plant is producing 1 million cans per day
- July 1975 - Apollo-Soyuz, commemorative American-blend cigarette brand jointly developed, produced and marketed by Philip Morris and the Soviet Union, is introduced
- September 1975 - Taoacalena Costarricense, S.A. (cigarette manufacturers) and Mendiola & Co. (distributors), Costa Rica, become Philip Morris affiliates
- September 1975 - American Safety Razor introduces the Lady Double II razor for women
- September 1975 - License agreement signed with Bulgartabac, Bulgaria, for manufacture and distribution of Marlboro
- 1975 - Miller assumes full U.S. distribution rights for Löwenbräu
- 1975 - Construction begins on Lake Mission Viejo, California
- December 1975 - By year-end Marlboro becomes the top-selling brand in the U.S. and all-time best seller in the world
- January 1976 - Fred Stefan becomes Chairman and Chief Executive Officer of Philip Morris Industrial; William D. McCoy, Jr., becomes President and Chief Operating Officer
- January 1976 - Merit, "the first low-tar cigarette with 'Enriched Flavor,'" introduced nationally
- January 1976 - Philip Morris announces that consolidated operating revenues for the year exceeded \$3.6 billion and its share of the U.S. cigarette market increased to 23.6%
- January 1976 - Miller announces new sales record and moves into fourth place by increasing its share of the U.S. beer market to about 8.6%
- April 1976 - Construction underway to double annual capacity of Miller's Fulton, N.Y., brewery from 4 million to 8 million barrels
- April 1976 - Commercial brewing begins at Miller's facility in Fulton, N.Y.
- May 1975 - Aluminum can manufacturing plants at Miller's Fort Worth, Texas, and Fulton, N.Y., breweries commence production
- June 1975 - Ground broken for new mid-Atlantic brewery in Eden, North Carolina
- September 1976 - Philip Morris Chairman and Chief Executive Officer Joseph F. Cullman 3rd agrees to unanimous request of the Board of Directors to stay on past his scheduled retirement in April 1977

TCAL0304608

- September 1976 - Philip Morris announces decision to maintain its corporate headquarters in New York City and to expand the New York operation by more than 40%
- September 1976 - Mission Viejo Company purchases the 6,600-acre Moulton Ranch near Mission Viejo, California
- October 1976 - Tabacalera de El Salvador S.A. de C.V. becomes an affiliate
- November 1976 - License agreement signed with VVB Tabakindustrie, German Democratic Republic
- December 1976 - Dun's Review cites Philip Morris as "one of the five best managed companies of 1976"
- December 1976 - William D. McCoy, Jr., President of Philip Morris Industrial, is elected Chief Executive Officer; Fred Stefan is named Chairman of the Executive Committee
- January 1977 - Miller announces it has moved into third place by reporting another year of record sales and the largest annual barrelage increase ever achieved in the brewing industry. Its share of the U.S. market is now about 12.2%
- January 1977 - Merit 100's introduced nationally
- January 1977 - License agreement signed with Licensintorg, representing the Soviet tobacco industry
- January 1977 - Philip Morris announces it again had record earnings for 1976 and its consolidated operating revenues for the year exceeded \$4 billion for the first time. The company registered the U.S. cigarette industry's largest gain in unit sales and increased its U.S. market share to 25.1%. The international company's share of the cigarette market outside the U.S. rose to 5.1%
- February 1977 - Wisconsin Tissue Mills acquired by Philip Morris Industrial
- March 1977 - Joseph F. Cullman 3rd is named "Chief Executive Officer of the Year" by Financial World magazine
- June 1977 - Philip Morris begins construction of a \$34.1 million glass container plant near Auburn, N.Y. This facility will supply most of its production to Miller
- July 1977 - Miller announces it will increase the annual capacity of its brewery now under construction in Eden, N.C., to 8.8 million barrels from the 3 million initially planned
- July 1977 - Lake Mission Viejo, California, opens

TCAL0304609

- August 1977 - Wisconsin Tissue Mills is awarded the Clean Water Award of the Izaak Walton League of America for its water pollution control efforts
- September 1977 - Philip Morris U.S.A. announces a \$241,000 grant to North Carolina State University, the largest single corporate contribution ever received by that institution, for the endowment and support of tobacco extension and agricultural education programs
- September 1977 - Philip Morris Incorporated announces the sale of American Safety Razor Company to a group of A.S.R. employees
- September 1977 - Domestically-brewed Löwenbräu is put into national distribution
- October 1977 - Benson & Hedges 100's Lights, a lower "tar" addition to Benson & Hedges 100's, is introduced nationally
- November 1977 - Philip Morris Incorporated declares 200th consecutive regular quarterly dividend
- November 1977 - Miller breaks ground in Irwindale, Ca., for a new brewery with a capacity of 5 million barrels a year
- January 1978 - Miller reports 24.2 million barrels of beer were shipped in 1977, a 31.6% increase over 1976. This gain greatly exceeded the industry's increase of 4.4%. The company moved into second place in the U.S. brewing industry by increasing its U.S. market share to about 15.4%
- January 1978 - Miller announces plans to build a \$37.5 million aluminum can manufacturing plant in Reidsville, N.C.
- January 1978 - For the 24th consecutive year Philip Morris announces record revenues and earnings. Its consolidated operating revenues surpassed the \$5 billion mark, and the company registered the cigarette industry's largest gain in unit sales for the 11th straight year. Its U.S. market share increased to 26.2% and the international company's share rose to about 5.2%
- January 1978 - Marlboro Lights 100's introduced nationally
- February 1978 - License agreement is signed with Dohanzipari Vallaltok Trostje and Monimpex, Hungary
- March 1978 - Philip Morris U.S.A. announces plans to construct a major new cigarette manufacturing facility in 1979 on a 2,100-acre tract of land between Charlotte and Concord in Cabarrus County, N.C.

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- April 1978 - A new \$247 million brewery to be located in Albany, Ga., is announced by the Miller Brewing Co. It will have an annual capacity of 10 million barrels
- April 1978 - Philip Morris Incorporated makes a grant of \$1 million (payable over five years) to Yale University's Graduate School of Organization and Management for the establishment of a Philip Morris Chair in Marketing in honor of Joseph F. Cullman 3rd
- May 1978 - License agreement is signed with Industria Montanya, Andorra
- May-June 1978 - Philip Morris announces a tender offer for The Seven-Up Company, and subsequently reaches an understanding with the management of Seven-Up for the combination of the two companies. As a result of the tender offer, Philip Morris acquires 97% of Seven-Up common stock and merges Seven-Up into a wholly owned subsidiary which assumes the Seven-Up name. Seven-Up now becomes the sixth Philip Morris operating company
- June 1978 - Philip Morris buys the international cigarette business of the Liggett Group Inc.
- July 24 1978 - Philip Morris Board of Directors elects new officers to manage the corporation, effective November 1, 1978
- George Weissman, Chairman of the Board and Chief Executive Officer, Philip Morris Incorporated
 - Ross R. Millhiser, Vice Chairman of the Board
 - Clifford H. Goldsmith, President
 - Hugh Cullman, Group Executive Vice President, Philip Morris Incorporated, and Chairman and Chief Executive Officer, Philip Morris U.S.A.
 - John A. Murphy, Group Executive Vice President, Philip Morris Incorporated, and Chairman and Chief Executive Officer, Miller Brewing Company, with responsibility for Miller, The Seven-Up Company and Mission Viejo Company
 - Joseph F. Cullman 3rd, Chairman of the Executive Committee of the Board
- New Office of the Chief Executive is created consisting of Messrs. Weissman, Millhiser and Goldsmith
- September 1978 - License agreement is signed with Ceskoslovensky Tabakovy Prumysl, Czechoslovakia, for the manufacture and marketing of Roy

TCAL0304611

- November 1978 - Expansion underway to increase annual capacity of Miller's Fulton, N.Y., brewery from 8.8 million barrels to 10 million barrels
- November 1978 - Surtech Coating Co. is liquidated
- December 1978 - Philip Morris announces plans to construct a 26-story, \$50 million new corporate headquarters building at the southwest corner of Park Avenue and 42nd Street, New York City
- January 1979 - Miller reports 31.2 million barrels of beer were shipped in 1978, a 21.1% increase over 1977. This is the largest annual barrelage gain in Miller's history. Its share of the U.S. market is now about 19%
- January 1979 - Philip Morris announces record revenues and earnings for the 25th consecutive year as consolidated operating revenues surpassed the \$6 billion mark. The company registered the cigarette industry's largest gain in unit sales for the 12th straight year and increased its U.S. market share to about 28%. The international company's share of the cigarette market outside the U.S. rose to about 5.5%
- January 1979 - Philip Morris signs an agreement with the China National Native Produce and Animal By-Products Import and Export Corporation (PRC) for the sale and distribution of U.S. cigarette exports in Friendship shops and tourist hotels
- January 1979 - Mission Viejo Company acquires the 22,000-acre Highlands Ranch south of Denver, Colorado
- February 1979 - The Board of Directors of Philip Morris Incorporated declares a two-for-one split-up of the company's common stock subject to approval by stockholders at the annual meeting, increases the quarterly dividend on the common stock by 22%, and calls for redemption of all outstanding shares of Preferred Stock on April 11, 1979
- The company also announces that its capital expenditure program will be somewhat in excess of \$3 billion for the five-year period, 1979-1983
- April 1979 - License agreement is signed with Tabaqueira E.P., Portugal, for the manufacture and sale of Marlboro in Portugal, Madeira and the Azores
- July 1979 - Philip Morris announces an investment in the cigarette manufacturing firm of Abal Hnos., S.A., Uruguay
- August 1979 - Philip Morris International announces that the headquarters function of Seven-Up International will move to PMI offices in New York from St. Louis, Missouri

TCAL0304612

- August 1979 - Tabacalera International, S.A., Chile, becomes an affiliate
- September 1979 - Philip Morris Incorporated and Miller Brewing Company officially open Central New York Bottle Company in Auburn, N.Y. Plans are announced to invest an additional \$15 million to increase capacity from its present 720 million containers annually to 990 million annually
- September 1979 - Philip Morris U.S.A. announces a \$222,500 grant to Virginia Polytechnic Institute and State University for the support of its Extension Division and College of Agriculture and Life Sciences. This is the largest single corporate grant ever received by that institution
- October 1979 - Miller announces expansion is underway to increase annual capacity of Eden, N.C., brewery from 8.3 million to 10 million barrels
- October 1979 - Miller announces start of aluminum can manufacturing at its Reidsville, N.C., plant
- October 1979 - Virginia Slims Lights introduced nationally
- October 1979 - Massalin y Celasco, S.A., Argentine affiliate, announces intention to merge with two cigarette companies of a German firm. Completion of the merger is expected by mid-1980
- December 1979 - Philip Morris U.S.A. announces plans for construction of a \$41 million, 550,000 sq. ft. administration building and technical center adjacent to its existing Operations Center in Richmond, Va.
- December 1979 - Miller announces plans for the construction of a \$411.6 million brewery to be located in Trenton, Ohio. It will have an annual capacity of 10 million barrels
- January 1980 - Miller reports that 35.8 million barrels of beer were shipped in 1979, a 14.5% increase over 1978. This increase represents the 21st consecutive year of barrelage gain for Miller and brings Miller's share of the U.S. beer market to about 21%
- January 1980 - Commercial brewing of Miller High Life Beer begins at the new Albany, Ga., facility, the largest brewery ever built in a single stage in the world, with an annual capacity of 10 million barrels
- January 1980 - Miller announces the start of commercial production at its Irwindale, Ca., brewery which has an annual capacity of 5 million barrels
- January 1980 - Ground broken by Miller for a \$28.7 million aluminum can manufacturing plant on a 75-acre site in Moultrie, Ga.

TCAL0304613

- January 1980 - Philip Morris Incorporated announces the establishment of a Tobacco Technology Group which will provide assistance and expertise to Philip Morris U.S.A. and Philip Morris International
- January 1980 - For the 26th consecutive year, Philip Morris announces record revenues and earnings, as consolidated operating revenues surpassed the \$8 billion mark. For the 13th straight year the company registered the U.S. cigarette industry's largest gain in unit sales, increasing its U.S. market share to 29%. The international company's share of the cigarette market outside the U.S. rose to about 6%
- March 1980 - Seven-Up unveils a graphics program that includes a new trademark for the company and new packaging designs for its 7UP and Diet 7UP brands.
- April 1980 - Cambridge is introduced nationally
- April 1980 - Miller celebrates its 125th anniversary
- May 1980 - Philip Morris signs agreement with the Light Industries Corporation of the Peoples Republic of China for the manufacture of L&M king-size filter cigarettes in Canton's number two cigarette factory
- May 1980 - Seven-Up acquires Taylor Group Incorporated, the St. Louis Seven-Up Bottling Company
- May 1980 - Philip Morris signs an agreement with the Guangdong Tourist Supplies Corporation for the sale and distribution of L&M king-size filter cigarettes
- May 1980 - Philip Morris announces the funding of a new tobacco resource development program at the University of Kentucky College of Agriculture. Philip Morris has contributed more than \$226,000 in grants and an endowment to expand the research and education base for burley tobacco
- June 1980 - Seven-Up acquires exclusive North American manufacturing and marketing rights for the soft drink Vimto
- June 1980 - Construction begins on a \$17 million soft drink production/distribution center for Seven-Up Bottling of Houston, a division of The Seven-Up Company
- July 1980 - Miller announces opening of the new 50,000 square-foot Technical Center at its headquarters in Milwaukee
- July 1980 - Miller dedicates its 40th Street Pedestrian Mall and Beer Garden in Milwaukee

TCAL0304614

- August 1980 - Seven-Up acquires the Seven-Up Bottling Company of Albuquerque, Inc.
- September 1980 - Marlboro Lights introduced nationally in the king-size flip-top box
- September 1980 - Philip Morris U.S.A. announces a grant of \$80,000 to the University of Tennessee Institute of Agriculture to support tobacco extension and agricultural education programs
- September 1980 - Miller dedicates its Miller Brands controlled temperature warehouse in Wauwatosa, Wis.
- October 1980 - Massalin y Celasco S.A.i.C., Argentine affiliate, Manufactura de Tabacos "Particular" V.F. Griego S.A. and Manufactura de Tabacos "Imparciales" S.A.C.I.A. merge into a new company, Massalin Particulares S.A.
- October 1980 - Seven-Up acquires Oxnard Lemon Company
- November 1980 - Production of L&M cigarettes begins at Canton number two cigarette factory
- January 1981 - Miller reports that 37.3 million barrels of beer were shipped in 1980, a 4.2% increase over 1979. Lite beer became the third largest-selling brand in the U.S.
- January 1981 - For the 27th consecutive year, Philip Morris announces record revenues and earnings, as consolidated operating revenues increased to \$9.8 billion. The company again registered a record increase in unit sales, increasing its U.S. market share to 31%. The international company's share of the cigarette market outside the U.S. rose to 6.2%
- January 1981 - Philip Morris U.S.A. announces the establishment of a merit scholarship program in agricultural education at North Carolina State University
- February 1981 - Merit Ultra Lights, filter and menthol, are introduced nationally
- February 1981 - Seven-Up acquires Seven-Up Montreal Ltee.
- February 1981 - Mission Viejo begins new home construction at Highlands Ranch, Colorado
- February 1981 - Milprint's Downingtown, Pa., plant is sold
- March 1981 - Philip Morris Incorporated announces that spendings for its capital programs in the five-year period from 1981 to 1985 are projected to total approximately \$3.5 billion, of which approximately \$950 million is planned to be spent during 1981

TCAL0304615

- April 1981 - The Seven-Up Company and San Pellegrino S.p.A. have signed an agreement for the production and distribution of 7UP in Italy
- April 1981 - Philip Morris Incorporated signs an agreement with Societe Ivoirienne des Tabac, Ivory Coast, for the licensed manufacture of Marlboro and Chesterfield
- April 1981 - Mission Viejo Company begins new home construction at Aliso Viejo, the community planned for the Moulton Ranch property in California
- May 1981 - Philip Morris Incorporated announces the acquisition of shares and bonds of Rothmans International PLC as an investment in that company
- May 1981 - Miller announces that its Moultrie, Ga., container manufacturing facility has reached a production capacity of one million cans per day
- July 1981 - Philip Morris Germany inaugurates its expanded production facility in Berlin
- July 1981 - Highlands Ranch, Colorado, opens with the sale of its first homes
- July 1981 - Production begins at new facility of Seven-Up Bottling of Houston
- August 1981 - Miller announces plans to market Magnum malt liquor in 20 states and the District of Columbia
- September 1981 - Merit Ultra Lights 100's, regular and menthol, are introduced nationally
- September 1981 - Miller tops out its Trenton, Ohio, brewery
- October 1981 - Philip Morris U.S.A. introduces nationally The Merit Report: A Public Opinion Survey, a new concept in public opinion gathering
- October 1981 - The first families move into Mission Viejo Company's Highlands Ranch, Colorado
- November 1981 - Philip Morris U.S.A. announces a grant of \$135,680 over a four-year period to Clemson University for an educational program to train scientists and educators who work with tobacco

TCAL0304616

- November 1981 - Philip Morris signs an agreement with the Eger Tobacco Factory for the licensed manufacture of Multifilter in Hungary. (A license agreement for the manufacture of Marlboro was signed in February 1978)
- December 1981 - Milprint's South San Francisco, Ca., plant is sold
- January 1982 - Milprint's Milwaukee, Wis., DePere, Wis., and Fremont, Oh., plants are sold
- January 1982 - Miller reports that 40.3 million barrels of beer were shipped in 1981, an 8.1% increase over 1980. This increase brings Miller's share of the U.S. beer market to approximately 22%
- January 1982 - Philip Morris announces record revenues and earnings for the 28th consecutive year as consolidated operating revenues increased to \$10.9 billion. For the 15th consecutive year the company registered the U.S. cigarette industry's largest gain in unit sales, increasing its U.S. market share to 31.8%. The international company's share of the cigarette market outside the U.S. rose to about 6.4%
- January 1982 - Philip Morris Europe/Middle East/Africa divides into two regions: Philip Morris EEC and Philip Morris EFTA, Eastern Europe, Middle East and Africa. Both regions are headquartered in Lausanne, Switzerland
- February 1982 - Miller receives the "Governor's Award" in recognition of its outstanding contributions to the arts in Georgia through activities at the Albany brewery
- February 1982 - Philip Morris signs an agreement with Rothmans of Pall Mall Malaysia Bhd. for the licensed manufacture of Marlboro. Marlboro was previously exported to the Malaysian market
- March 1982 - Philip Morris Incorporated announces that expenditures for its capital programs in the five-year period 1982 through 1986 are projected to total approximately \$3.5 billion, of which approximately \$1 billion is planned to be spent during 1982.
- March 1982 - The Seven-Up Company unveils "No Caffeine" advertising campaign for its 7UP brand
- March 1982 - Philip Morris U.S.A. announces plans for construction of a \$25 million, 214,000-square-foot primary processing expansion at the Maple Street manufacturing center in Louisville
- March 1982 - The Seven-Up Company introduces Like Cola, a 99% caffeine-free cola, into eight test markets across the United States

TCAL0304617

- March 1982 - The Seven-Up Company acquires Seven-Up Bottling Company of San Antonio, Texas
- March 1982 - Miller's Eden, N.C., brewery receives the "Governor's Award in the Arts and Humanities" for significant achievement and development of North Carolina's cultural resources
- April 1982 - Philip Morris signs a license agreement with the Societe J. Bastos de L'Afrique Centrale for the local production of Marlboro in the Cameroons
- May 1982 - Philip Morris signs a license agreement with Garanis and Petrides Ltd. and Cassandra Trading Ltd., Republic of Cyprus
- May 1982 - Construction completed at Philip Morris' cigarette manufacturing facility at Bergen Op Zoom, in the Netherlands. The plant's annual capacity is 25 billion units
- June 1982 - The Seven-Up Company receives the "Business in the Arts" Award from Forbes magazine and the New York-based Business Committee for the Arts for outstanding corporate support of the arts
- June 1982 - The Seven-Up Company announces "caffeine-free" advertising thrust for its Diet 7UP brand
- June 1982 - Benson & Hedges 100's DeLuxe Ultra Lights, regular and menthol, are introduced nationally
- July 1982 - The Seven-Up Company and Operation PUSH (People United to Serve Humanity) sign \$61 million economic impact trade agreement
- July 1982 - Miller Brewing Company and Philip Morris Inc. announce the T. Thomas Fortune fellowship for a faculty member teaching journalism or mass communications at a predominantly black college or university
- August 1982 - Miller Brewing Company and Philip Morris Inc. sign an agreement with the National Association of Black Journalists establishing a \$7,000 student internship program for a minority student majoring in journalism or mass communications
- August 1982 - Galaxy is launched in Uruguay
- August 1982 - Philip Morris U.S.A. breaks ground in Louisville for expansion of its Maple Street facility
- August 1982 - The Seven-Up Company begins to roll out Like Cola across the United States; first expansion market is Detroit, Michigan

TCAL0304618

- August 1982 - Philip Morris Industrial sells the three companies that comprised the Chemical Group. The companies include Polymer Industries, Armstrong Products Co. and Polymer Chemie GmbH
- September 1982 - The first families move into Mission Viejo Company's planned community of Aliso Viejo in southern California
- September 1982 - Philip Morris U.S.A. dedicates its new Operations Center in Richmond, Virginia, located near its Manufacturing and Research Centers
- September 1982 - The Miller Brewing Company's successful "Miller Time" advertising campaign is broadened to "Welcome to Miller Time"
- October 1982 - Seven-Up Canada Inc. launches its "No Caffeine" advertising campaign for its 7UP brand
- October 1982 - Oregon Freeze Dry Foods Inc. dedicates its new administration building in Albany, Oregon
- October 1982 - The Seven-Up Company introduces Sugar Free Like Cola in six test markets
- November 1982 - Philip Morris U.S.A. announces a \$617,000 grant to the University of Kentucky for the support of burley production research
- November 1982 - Seven-Up Bottling Company of Harlingen, Texas, dedicates its new distribution center
- November 1982 - Seven-Up Canada Inc. acquires Seven-Up Bottling Company of Ottawa, Ontario
- November 1982 - Lider is launched in Venezuela, opening up a new cigarette price category
- December 1982 - Local cigarette manufacturing operations are closed down in Chile. Philip Morris' products will be imported into this market and sold by local distributors
- January 1983 - Miller reports 1982 revenues rose to \$2.9 billion, a 3.2% increase over 1981. Income jumped 37.3% to \$158.8 million
- January 1983 - Philip Morris reports record revenues and earnings for the 29th consecutive year as consolidated operating revenues increased to \$11.7 billion. For the 16th consecutive year the company registered the U.S. cigarette industry's largest gain in unit sales, increasing its U.S. market share to 32.8%. The international company's export sales rose 4% to 47.4 billion units, a new high

TCAL0304619

- January 1983 - Philip Morris U.S.A. begins manufacturing cigarettes at its new facility in Cabarrus County, North Carolina
- January 1983 - Miller establishes its seventh company-owned distributorship, Miller Brands Inc., in Kent, Washington
- January 1983 - Mission Viejo is chosen as the site for long distance cycling road races, the first event in the 1984 Summer Olympics
- January 1983 - The Seven-Up Company begins to roll out Sugar Free Like Cola in selected expansion markets across the United States
- February 1983 - The Seven-Up Company acquires Seven-Up Bottling Company of Boston, Massachusetts
- February 1983 - Philip Morris International announces the official inauguration of Cerveceria Bohemia, S.A., an affiliate of E. Leon Jimenes, C. por A., Dominican Republic. Beer production began in late 1982
- February 1983 - Miller test markets its new popular-price beer, Maister Brau
- March 1983 - Miller announces agreement with Carling O'Keefe Ltd. whereby the Canadian brewer will brew and market Miller High Life and Lite in Canada
- April 1983 - Players king-size, regular and menthol, are introduced nationally
- April 1983 - Like Cola and Sugar Free Like Cola are available in nearly 50% of the United States as well as Puerto Rico
- April 1983 - Philip Morris Industrial relocates its corporate headquarters to New York
- May 1983 - The Seven-Up Company launches its "No Caffeine. No Artificial Flavors" marketing and informational campaign for its ZUP brand
- June 1983 - Wisconsin Tissue Mills dedicates its \$82 million expansion project in Menasha, Wisconsin
- July 1983 - Philip Morris signs agreement with Eger Tobacco Co. for licensed manufacture of L&M 100's Flavor Lights in Hungary
- July 1983 - The Seven-Up Company and Schweppes France S.A. sign a franchise agreement for the production and sale of ZUP in France
- October 1983 - Ventura Coastal Corporation's headquarters building is a winner in the 12th annual Owens-Corning Fiberglass Energy Conservation awards program

TCAL0304620

- October 1983 - The Seven-Up Company renames 10 company-owned bottling operations Seven-Up/Like Cola Bottling companies
- October 1983 - The Seven-Up Company opens the 7UP Consumer Center, a nationwide toll-free consumer response system, the first in the soft drink industry
- October 1983 - The Seven-Up Company adds NutraSweet to Diet 7UP and Sugar Free Like Cola in selected markets
- November 1983 - Philip Morris Incorporated announces chairman and management successions:
- Effective December 1, 1983, Hamish Maxwell becomes President and Chief Operating Officer, Philip Morris Incorporated, and Clifford H. Goldsmith becomes Vice Chairman and Chairman, Corporate Products Committee, Philip Morris Incorporated
- Effective April 25, 1984, George Weissman becomes Chairman of the Executive Committee of the Board, and Joseph F. Cullman 3rd becomes Chairman Emeritus of the Company
- Effective August 1, 1984, George Weissman will step aside as Chairman and Chief Executive Officer, Philip Morris Incorporated; Hamish Maxwell becomes Chairman and Chief Executive Officer, Philip Morris Incorporated; John A. Murphy becomes President and Chief Operating Officer, Philip Morris Incorporated; and Hugh Cullman becomes Vice Chairman, Philip Morris Incorporated
- November 1983 - Philip Morris announces that it will purchase, from time to time over the next year, up to four million shares of its common stock in the open market or in privately negotiated transactions
- December 1983 - Real estate activities are reorganized into Mission Viejo Realty Group Inc., a wholly-owned unconsolidated subsidiary of Philip Morris. Continental Equity Investments, Inc. is formed for investment in income producing real estate
- December 1983 - Benson & Hedges (Canada) Inc. headquarters moves to newly constructed Banque Nationale Tower in Montreal, Canada

TCAL0304621

- January 1984 - Philip Morris announces record revenues and earnings for the 30th consecutive year as consolidated operating revenues increased 12% to \$13 billion. Philip Morris U.S.A. gained market share for the 21st consecutive year; its share reached 34.4%. Philip Morris International increased total unit volume to 244.8 billion units. Miller Brewing Company operating income rose substantially, 43.1%, to \$227.3 million. The Seven-Up Company reported a 22.5% gain in revenues to \$649.9 million. Philip Morris Industrial reported operating revenues of \$237.3 million, a 1.9% increase from 1982. Mission Viejo Realty Group Inc. announced operating revenues of \$258.5 million and operating income of \$40.5 million, respective increases of 98.6% and 100.0% from 1982, the highest in the company's history
- February 1984 - Stanton, the first free-standing American blend Philip Morris product "with Scandinavian taste" is launched in Sweden. On June 18, 1984, Stanton is launched in Norway. In addition to a standard flip-top box, for the first time in both countries, a 14's pack has been introduced
- March 1984 - The Seven-Up Company announced that it led the soft drink industry in 1983 with double-digit sales volume increases
- April 1984 - Philip Morris signs license agreement with the Manufacture de Tabacs de l'Ouest Africain for the local production of Marlboro in Senegal
- April 1984 - ATW, the Austrian State Tobacco Monopoly, begins production of Marlboro Lights under license
- April 1984 - Miller Brewing Company rolls out Milwaukee's Best nationally in the budget brand category
- April 1984 - Peter Jackson 30's is launched nationally in Australia
- May 1984 - The Seven-Up Company announced results from independently conducted taste tests which found Diet 7UP preferred almost two to one over both Diet Coke and Diet Pepsi
- May 1984 - The Seven-Up Company and Universal Foods Corporation completed the transfer of Universal's Beverage Division, Mid-Continent Bottlers, to The Seven-Up Company in exchange for cash and the Warner-Jenkinson Company
- July 1984 - Olympic cycling road races are held in Mission Viejo before a crowd of more than 200,000, with the American team winning its first gold medals of the 1984 Olympics

TCAL0304622

- August - 1984 - Mission Viejo Nadadores swimming and diving teams win 9 gold, 2 silver and 1 bronze medal at the 1984 Olympics. If Mission Viejo had been a country, it would have ranked fifth in the world gold medal count
- August 1984 - Miller Brewing Company enters selected test markets with two new beers: Sharp's LA, the company's first low-alcohol product, and Meister Brau Light
- October 1984 - Miller introduces a new premium beer--Plank Road Original Draught--in five test markets. The beer is a draft beer, but is packaged and sold in 12 oz. bottles rather than traditional kegs
- January 1985 - Philip Morris announces 1984 consolidated operating revenues increased 6.5% to \$13.8 billion. Philip Morris U.S.A. increased its market share to 35.3%, the 22nd consecutive year of share gains. Philip Morris International's volume grew 5.3% to 258.2 billion units. Miller Brewing Company shipments totalled 37.52 million barrels. The Seven-Up Company reported a 12.9% gain in revenues to \$734 million
- February 1985 - The Miller Brewing Company introduces a new marketing plan for Miller High Life, "Miller-Made the American Way"

TCAL0304623