

Markets

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37.17 POINTS	6.44 POINTS
DOW JONES 10,503.76	NASDAQ 1,999.23
US DOLLAR €0.771 ▼ 0.003	
10-YEAR TREASURY 4.48% ▼ 0.07	
MASSACHUSETTS 293.10 ▲ 0.52	

STEVE BAILEY

Downtown

Mister Boston

Let me tell you, I am relieved — relieved! — to know that Gillette boss Jim Kilts is going to stay on for a full year after the sale of his company to Procter & Gamble is completed. (At \$29 million, what he made last year, why wouldn't he?) It is comforting to know he will be there for us, too.

"Let me assure you, Gillette will maintain a strong presence in Boston," Kilts said last week, and as if to underline that, he said Gillette will be increasing its giving to local charities by nearly \$2 million in coming years. That's \$2 million for Boston, and \$173 million — what Kilts will earn in the megadeal with

It's comforting to know Kilts will be there for us after the sale of Gillette.

P&G — for him. It's what we call a win-win situation in the business world, though some are bigger winners than others, of course. In that first year, at least — as long as Kilts is in the saddle, anyway — the way Gillette operates will change very little. Kilts, for instance, will still fly into Boston from his home in Rye, N.Y., as his schedule

allows. The man is going to earn every last dollar of that \$173 million (plus salary, bonus, options, housing allowance, use of the corporate jet, etc.) in the next year: Do you really think he is going to enjoy laying off thousands of Gillette people to pay for this deal any more than he enjoyed laying off the thousands who came before them? (And let me say this right now: I admired him for passing on the Coca-Cola job; those crazy Coke people were expecting him to actually live in Atlanta and be part of the community. Can you imagine that for Heaven's sakes? Family first, I say. Family first.)

There should have never been any doubt that Gillette was going to maintain its presence in Boston. My sources tell me Gillette will continue to offer its razors — both for men and for women — at Stop & Shop and CVS, too. Ditto for the batteries and the full line of Gillette products — without exception. "Boston should be reassured that nothing will change in this regard. Nothing," a senior Gillette executive, who asked not to be identified, told me. And while it is too early for any final decisions, these same sources say P&G is considering renting a doublewide post office box at the South Boston Postal Annex that it will use to continue its Gillette operations in Boston without interruption after the Prudential Center headquarters is cleaned out.

There was an actual Kilts sighting in Boston a week ago, when he and P&G executives "rededicated" the South Boston manufacturing plant, and promised \$200 million in new investment as a demonstration that the World Shaving Headquarters is going nowhere. Think of it as the Galvin Tax.

Massachusetts' feisty secretary of state, Bill Galvin, is tilting at windmills with his investigation of the Gillette sale, but with a couple of subpoenas he saved more jobs in a few weeks than our venture capital governor has created in two years.

Neither Kilts nor the Proctoids had much to say about the 1,100 Gillette employees in the Prudential Center. They didn't have to; those people can see the future. All they have to do is look out the window at the Hancock Tower. By the fall, the Hancock Tower will practically be a see-through building, with hardly a Hancock employee to be found.

But I am told the Other D'Alessandro is very committed to Boston, too. So is Bank of America's Ken Lewis. Both can be found in their Boston headquarters, the Four Seasons, from time to time, particularly when the New York Yankees are in town.

"P&G has really reached out privately and publicly," said Paul Guzzi, the president of the Greater Boston Chamber of Commerce. "I'm very optimistic that their commitment is real." If you were the president of the chamber, what would you say? And Guzzi has had a chance to say stuff like that so often lately, he's gotten darn good at it

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Bank to rename theater

Opera House pact to enhance Citizens' image

By Sasha Talcott
GLOBE STAFF

Citizens Bank has signed a deal to rename Boston's Opera House.

The bank has agreed to a seven-year pact involving the Washington Street landmark, which is expected to be called The Citizens Bank Theatre. The accord will give Citizens broad reach across Boston's theater scene, including mentions in all advertising for Broadway in

Boston shows, tickets, and the ability to sponsor community events.

"We're pretty excited about this," said Robert E. Smyth, Citizens' chief executive in Massachusetts. "It helps with the continued revitalization of the Washington Street area."

Terms of the deal were not disclosed. Clear Channel Entertainment, the division of media giant Clear Channel Communications Inc. that owns the Opera House, first approached Citizens and other Massachusetts companies in December 2003, asking for about \$8.5 million over 10 years. At the time, no companies agreed. The deal is likely to be at a lower price because it spans seven years, not 10, and because the bank did

not accept Clear Channel's first pitch in 2003.

Smyth said the bank plans to use the sponsorship to host customers and to give away tickets to community groups. It is planning a special event for non-profits, which will include an open house, performances and theater classes. The bank also plans to sponsor a concierge booth to loan theater guests opera glasses.

At every performance, Citizens plans to pick two guests at random to receive free tickets and drink coupons. Down the road, it wants to create an exhibit of the theater's history.

The deal is likely to help Citizens, **OPERA HOUSE, Page C3**



GLOBE STAFF PHOTO/GEORGE RIZER

Renovated Opera House expected to be called Citizens Bank Theater.

Chiming in

Downloading song snippets to replace the ring-ring-ring of cellphones has boomed into a \$4 billion business — complete with its own Billboard top 10 list. This week's most popular wireless downloads:

- CANDY SHOP**
50 Cent
- LOVERS AND FRIENDS**
Lil Jon & the East Side Boyz
- 1, 2 STEP**
Ciara
- 0**
Omarion
- DROP IT LIKE IT'S HOT**
Snoop Dogg
- SUPER MARIO BROTHERS THEME**
Koji Kondo
- BOULEVARD OF BROKEN DREAMS**
Green Day
- HALLOWEEN**
John Carpenter
- BRING 'EM OUT**
T.I.
- 1 THING**
Amerie

SOURCES: Billboard/VNU Business Media Inc., Nielsen Mobile

GLOBE STAFF GRAPHIC/ANTHONY SCHULTZ

A sound business

Arlington firm lets users sell ring tones on the Net

By Peter J. Howe
GLOBE STAFF

Turning songs into cellphone ring tones isn't just for big stars like Usher and Green Day anymore. Now anyone with music to share — and a computer to upload it with — can offer 15-second snatches of songs as 99-cent downloads for fans to replace the standard ring-ring on their cellphone.

Jivjiv.com, an Arlington start-up, has launched a Web-

based service that lets musicians, photographers, and digital artists create their own online stores for selling ring tones and screen "wallpapers" on Internet-enabled cellphones.

Four years ago, replacing the standard cellphone ring with a few bars of music looked like a fun, if kind of goofy, trick that was then mainly popular among wireless-crazed teens in Scandinavia. But it has since exploded into what most analysts count as a \$4 billion worldwide business.

North American wireless subscribers will spend nearly \$2 billion this year on entertainment, a category that includes mainly ring tones and wallpapers, 10 times what they spent in 2002, according to market researchers Gartner Dataquest.

JIVJIV, Page C8

NAME RECOGNITION —

Boston officials have decided to let State Street Corp. put its name atop its new headquarters at 1 Lincoln St. This is a rendering of what it will look like. Boston has prohibited rooftop signs downtown, with the exceptions of the Prudential Center and State Street's previous headquarters.



COMPUTER RENDERING

Microsoft expands antifraud campaign

Suits target alleged e-mail 'phish' scams

By Hiawatha Bray
GLOBE STAFF

Microsoft Corp. expanded its legal campaign against Internet fraud yesterday, unveiling lawsuits against 117 "phishers" who use deceptive e-mails and websites to steal personal and financial information. The company hopes that aggressive legal action will deter phishing fraud, which has victimized millions of Americans. But a similar legal attack on senders of unwanted "spam" e-mails has so far done little to bring spam under control.

Microsoft disclosed the lawsuits in Washington at a press conference cosponsored by the Federal Trade Commission and the National Consumers League. "We must work together to stop these con artists from misusing the Internet as a tool for fraud," said Aaron Kornblum, Microsoft's Internet safety enforcement attorney.

Phishers send e-mail messages that appear to come from legitimate business. **SPAM, Page C8**

Logan tightens employee ID system

By Keith Reed
GLOBE STAFF

The Massachusetts Port Authority is revamping the way it credentials employees and contractors with access to secured areas at Logan International Airport, in the wake of last week's arrest of 14 undocumented workers there.

Massport said it is immediately ending the practice of allowing outside contractors to issue airport identification badges to their workers, and instead will issue all the badges itself. All the workers arrested in last week's raid by US Immigration and Customs Enforcement were Brazilian nationals working for Hurlley of America, a janitorial subcontractor that issued their credentials.

Massport also said it is revoking the hundreds of temporary credentials carried by employees of such contractors as of April 5 and replacing them with a simpler identification system that will give the agency tighter control over access to secure areas.

The changes come after a Massport **LOGAN SECURITY, Page C3**

Sweetened telecom bid

Qwest boosts its bid for MCI again, offering \$8.94 billion just two days after MCI accepted a \$7.51 billion proposal from Verizon. **C2**

Attention shoppers

Shares of J.C. Penney and Saks each climb more than 8 percent, fueled by reports this week that both retailers could be selling their businesses. **C3**