

Brown & Williamson must Change.

Mr. Nicholas G. Brookes
Chairman and CEO
Brown & Williamson Tobacco Corporation
1500 Brown & Williamson Tower
Louisville, Kentucky 40232

Dear Mr. Brookes:

Brown & Williamson has recently undertaken an aggressive public relations campaign designed to convince the public that your company is doing everything it can to keep kids from smoking. If Brown & Williamson is serious, there are essential steps the company must take to bring about a meaningful reduction in youth smoking. When you speak at the National Press Club on January 11, we hope you will answer the following questions:

- **TRUTH ABOUT TOBACCO:** Will Brown & Williamson admit that cigarette smoking is addictive and causes lung cancer, heart disease and other serious illnesses, and will you commit to including this information in your youth anti-smoking efforts? Why has Brown & Williamson continued to equivocate, sending a mixed message to young people?
- **FDA REGULATION:** Will Brown & Williamson end its opposition to reasonable regulation of tobacco by the U.S. Food and Drug Administration and drop its lawsuit against the FDA? Will the company end the smokescreen that FDA regulation of tobacco will inevitably lead to a ban on cigarette sales to adults, which has never been advocated or supported by the FDA or public health advocates?
- **MARKETING AND KIDS:** Will Brown & Williamson lead by example and cease marketing that appeals to and reaches children? Will you end egregious efforts to glamorize smoking like the current KOOL campaign? Will you curb in-store advertising in convenience stores and other retail outlets frequented by children? Will you cease to advertise in publications with high youth readership? Will you agree not to sponsor public events that can be attended by children or are broadcast on radio or television?
- **ACCESS TO CIGARETTES:** Will Brown & Williamson take action to stop kids from illegally obtaining cigarettes by permitting your products to be sold only in stores that place cigarettes behind the counter? Will you eliminate vending machine, Internet and direct mail sales of cigarettes?

If Brown & Williamson is serious about acting responsibly, it needs to move forward with these concrete actions to reduce youth smoking. If you fail to act, your statements of concern about youth smoking can only be seen as a hollow public relations gesture rather than meaningful corporate change.

Sincerely,

American Cancer Society
American Heart Association
American Medical Association
Alliance Counteracting Alcohol/Tobacco
Advertising Targeting Youth (AL)
American Academy of Child & Adolescent
Psychiatry
American Association for Respiratory Care
American Association of Critical-Care Nurses
American Association of Dental Schools
American College of Cardiology
American College of Occupational &
Environmental Medicine
American College of Physicians-American
Society of Internal Medicine
American College of Preventive Medicine
American Medical Student Association
American Psychological Association

Association of Maternal & Child Health
Programs
Campaign for Tobacco-Free Kids
Center for Media Education
Community Anti-Drug Coalitions of America
Federation of Behavioral, Psychological &
Cognitive Sciences
Global Health Council
Interreligious Coalition on Smoking or Health
Latino Council on Alcohol & Tobacco
National Association of Local Boards
of Health
National Hispanic Medical Association
Oral Health America
Society for Public Health Education
Summit Health Coalition
West Virginia Youth Tobacco Prevention
Campaign