

Exhibit C

Newspaper exemplars

Live: 9.55" x 19.0"
Trim: 11.55" x 21.0"
Bleed: N/A
Scale: 1.0" = 1.0"
Printing: 1/C

Advertising Area (Trim): 11.55" x 21.0" = 242.55 sq. in.

THE NEW YORK TIMES, THURSDAY, DECEMBER 04, 2013

A7

A Federal Court has ruled that Philip Morris USA, R.J. Reynolds Tobacco, Lorillard, and Altria deliberately deceived the American public about designing cigarettes to enhance the delivery of nicotine, and has ordered those companies to make this statement.

Here is the truth:

- **Philip Morris USA, R.J. Reynolds Tobacco, Lorillard, and Altria intentionally designed cigarettes to make them more addictive.**
- **Cigarette companies control the impact and delivery of nicotine in many ways, including designing filters and selecting cigarette paper to maximize the ingestion of nicotine, adding ammonia to make the cigarette taste less harsh, and controlling the physical and chemical make-up of the tobacco blend.**
- **When you smoke, the nicotine actually changes the brain - that's why quitting is so hard.**

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Corrective Statement
40/68 Univers LT Std
Light
0 Tracking

Here is the truth:

Here is the truth:
40/43 Univers LT Std
Light
0 Tracking

- Philip Morris USA, R.J. Reynolds Tobacco, Lorillard, and Altria intentionally designed cigarettes to make them more addictive.
- Cigarette companies control the impact and delivery of nicotine in many ways, including designing filters and selecting cigarette paper to maximize the ingestion of nicotine, adding ammonia to make the cigarette taste less harsh, and controlling the physical and chemical make-up of the tobacco blend.
- When you smoke, the nicotine actually changes the brain - that's why quitting is so hard.

Bullet Point Copy
30/40 Univers LT Std
Roman w/.50 stroke
0 Tracking

Indented one 1-inch
tab stop, with bullets
positioned .25 inches
to the left of the
indented text

82.103 pt

82.103 pt

48.25 pt

48.25 pt

21.0"

11.55"

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THE NEW YORK TIMES, THURSDAY, DECEMBER 04, 2013

A7

A Federal Court has ruled that Philip Morris USA, R.J. Reynolds Tobacco, Lorillard, and Altria deliberately deceived the American public by falsely selling and advertising low tar and light cigarettes as less harmful than regular cigarettes, and has ordered those companies to make this statement.

Here is the truth:

- Many smokers switch to low tar and light cigarettes rather than quitting because they think low tar and light cigarettes are less harmful. They are **not**.
- "Low tar" and filtered cigarette smokers inhale essentially the same amount of tar and nicotine as they would from regular cigarettes.
- **All** cigarettes cause cancer, lung disease, heart attacks, and premature death - lights, low tar, ultra lights, and naturals. There is no safe cigarette.

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Corrective Statement
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 0 Tracking

Here is the truth:

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 Light
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- **All** cigarettes cause cancer, lung disease, heart attacks, and premature death - lights, low tar, ultra lights, and naturals. There is no safe cigarette.

Bullet Point Copy
 30/40 Univers LT Std
 Roman w/.50 stroke
 and Black
 0 Tracking

Indented one 1-inch
 tab stop, with bullets
 positioned .25 inches
 to the left of the
 indented text

82.898 pt

82.898 pt

21.0"

57.667 pt

57.667 pt

11.55"

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THE NEW YORK TIMES, THURSDAY, DECEMBER 04, 2013

A7

A Federal Court has ruled that Philip Morris USA, R.J. Reynolds Tobacco, Lorillard, and Altria deliberately deceived the American public about the health effects of smoking, and has ordered those companies to make this statement.

Here is the truth:

- **Smoking kills, on average, 1200 Americans. Every day.**
- **More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, **combined**.**
- **Smoking causes heart disease, emphysema, acute myeloid leukemia, and cancer of the mouth, esophagus, larynx, lung, stomach, kidney, bladder, and pancreas.**
- **Smoking also causes reduced fertility, low birth weight in newborns, and cancer of the cervix.**

Philip Morris USA • Corrective Statements • Newspaper Advertisements • NY Times Full Page Ad • Adverse Health Effects	
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- More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, **combined**.
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and Black
0 Tracking

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tab stop, with bullets
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to the left of the
indented text

82.898 pt

83.814 pt

57.667 pt

21.0"

57.667 pt

57.667 pt

11.55"

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A7

A Federal Court has ruled that Philip Morris USA, R.J. Reynolds Tobacco, Lorillard, and Altria deliberately deceived the American public about the addictiveness of smoking and nicotine, and has ordered those companies to make this statement.

Here is the truth:

- **Smoking is highly addictive. Nicotine is the addictive drug in tobacco.**
- **Cigarette companies intentionally designed cigarettes with enough nicotine to create and sustain addiction.**
- **It's not easy to quit.**
- **When you smoke, the nicotine actually changes the brain - that's why quitting is so hard.**

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83.100 pt

83.724 pt

57.667 pt

57.667 pt

57.667 pt

21.0"

11.55"

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A Federal Court has ruled that Philip Morris USA, R.J. Reynolds Tobacco, Lorillard, and Altria deliberately deceived the American public about the health effects of secondhand smoke, and has ordered those companies to make this statement.

Here is the truth:

- **Secondhand smoke kills over 38,000 Americans each year.**
- **Secondhand smoke causes lung cancer and coronary heart disease in adults who do **not** smoke.**
- **Children exposed to secondhand smoke are at an increased risk for sudden infant death syndrome (SIDS), acute respiratory infections, ear problems, severe asthma, and reduced lung function.**
- **There is no safe level of exposure to secondhand smoke.**

Philip Morris USA • Corrective Statements • Newspaper Advertisements • NY Times Full Page Ad • Exposure to Secondhand Smoke	
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11.55"