

Exhibit A Comparison of Defendants’ Current Public Statements With Their Proposed “Corrective” Statements

PMUSA’s Current Website Statements	PMUSA’s Proposed “Corrective” Statements
<p><u>Health Effects of Smoking</u></p> <p>Philip Morris USA (PM USA) agrees with the overwhelming medical and scientific consensus that cigarette smoking causes lung cancer, heart disease, emphysema and other serious diseases in smokers. Smokers are far more likely to develop serious diseases, like lung cancer, than non-smokers. There is no safe cigarette.</p>	<p><u>Health Effects of Smoking</u></p> <p>Cigarette smoking causes lung cancer, heart disease, emphysema, and other serious diseases in smokers. Smokers are far more likely to develop serious diseases, like lung cancer, than non-smokers. Smoking by pregnant women increases the risks for fetal injury, premature birth, and low birth weight. There is no safe cigarette.</p>
<p><u>Addictiveness of Smoking</u></p> <p>Philip Morris USA agrees with the overwhelming medical and scientific consensus that cigarette smoking is addictive. It can be very difficult to quit smoking, but this should not deter smokers who want to quit from trying to do so.</p>	<p><u>Addictiveness of Smoking</u></p> <p>Cigarette smoking is addictive. The nicotine in cigarette smoke is addictive. It can be difficult to quit smoking, but this should not deter smokers who want to quit from trying to do so.</p>
<p><u>No Health Benefit to “Light” Cigarettes</u></p> <p>A smoker should not assume that brand descriptors such as "light" or "ultra light" indicate with precision either the actual amount of tar and nicotine inhaled from any particular cigarette, or the relative amount as compared to competing cigarette brands. Some researchers report that smokers of "light" cigarettes inhale as much tar and nicotine as from full-flavor brands. The amount of tar and nicotine inhaled will be higher if, for example, a smoker blocks ventilation holes, inhales more deeply, takes more puffs or smokes more cigarettes.</p> <p>PM USA does not imply in our marketing, and smokers should not assume, that lower-yielding brands are safe or safer than full-flavor brands. There is no safe cigarette. "Medium," "mild," "light" and "ultra light" cigarettes are no exception. Health warnings are required on all of our brands, irrespective of their tar and nicotine yields. . . .</p> <p>It is important to remember that, as of today, there is no cigarette on the market which the public health community endorses as offering "reduced risk." It continues to be the case that, if smokers are concerned about the risks of smoking, quitting is by far their best alternative for reducing those risks</p>	<p><u>No Health Benefit to “Light” Cigarettes</u></p> <p>There is no safe cigarette. "Low tar," "light," "ultra light," "medium," and "mild" brands are no exception. You should not assume that these brands are safe or safer than full flavor brands or that smoking these brands will help you quit. If you are concerned about the health risks of smoking, you should quit</p>

PMUSA’s Current Website Statements	PMUSA’s Proposed “Corrective” Statements
<p><u>Dangers of Exposure to Secondhand Smoke:</u></p> <p>Public health officials have concluded that secondhand smoke from cigarettes causes disease, including lung cancer and heart disease, in non-smoking adults, as well as causes conditions in children such as asthma, respiratory infections, cough, wheeze, otitis media (middle ear infection) and Sudden Infant Death Syndrome. In addition, public health officials have concluded that secondhand smoke can exacerbate adult asthma and cause eye, throat and nasal irritation</p>	<p><u>Dangers of Exposure to Secondhand Smoke:</u></p> <p>Public health officials have concluded that secondhand smoke from cigarettes causes disease, including lung cancer and heart disease, in non-smoking adults, as well as causes conditions in children such as asthma, respiratory infections, cough, wheeze, otitis media (middle ear infection) and Sudden Infant Death Syndrome.</p>
<p><u>Nicotine Manipulation:</u></p> <p>[S]ome have alleged that we use specific ingredients to affect nicotine delivery to smokers. That is simply not true.</p>	<p><u>Nicotine Manipulation:</u></p> <p>Cigarettes deliver tar and nicotine. Well known design features affect the delivery of tar and nicotine. The amount of tar and nicotine you inhale will vary, depending upon how you smoke. Generally speaking, the more intensely you smoke a cigarette, the more tar and nicotine you will inhale.</p>

BATCo's Current Website Statements	BATCo's Proposed "Corrective" Statements
<p data-bbox="109 181 453 214"><u>Health Effects of Smoking</u></p> <p data-bbox="109 246 1024 318">Smoking is a cause of various serious and fatal diseases, including lung cancer, emphysema, chronic bronchitis and heart diseases.</p> <p data-bbox="109 360 212 393">Studies</p> <p data-bbox="109 399 1024 620">The health risks of smoking are derived from epidemiology. Epidemiology is a statistically based science, dealing with risks among large groups of people, rather than with individuals. Through questionnaires and observations of people, epidemiological studies can identify the incidence of disease in a given group, such as smokers, and compare it with the incidence in another group, such as non-smokers.</p> <p data-bbox="109 662 1012 847">Over many years, epidemiological studies have consistently reported a much higher incidence of certain diseases among smokers compared with non-smokers. The studies also report that the risks are reduced after quitting and that quitting earlier has by far the best effect on reducing risks.</p> <p data-bbox="109 889 1033 1188">Traditionally, epidemiology has been used to identify associations that point to possible causes of a disease, providing direction for thorough laboratory investigations. With smoking, the many laboratory investigations over the years have proved more problematic, and science has not to date been able to identify biological mechanisms which can explain with certainty the statistical findings linking smoking and certain diseases, nor has science been able to clarify the role of particular smoke constituents in these disease processes.</p> <p data-bbox="109 1230 1020 1370">This means that science is still to determine which smokers will get a smoking related disease and which will not. Nor can science tell whether any individual became ill solely because they smoked. This is, in part, because all the diseases that have been associated with</p>	<p data-bbox="1062 181 1407 214"><u>Health Effects of Smoking</u></p> <p data-bbox="1062 237 1978 376">There are adverse health effects from cigarette smoking. For a list of health effects from smoking and a discussion of the relevant science, see the 2004 Report of the Surgeon General "The Health Consequences of Smoking."</p>

BATCo's Current Website Statements	BATCo's Proposed "Corrective" Statements
<p data-bbox="109 181 451 214"><u>Addictiveness of Smoking</u></p> <p data-bbox="109 235 1012 454">Smoking can be hard to quit. However, we believe it is important that smokers who decide to quit realise they can, provided they have the motivation to quit and the belief that they can. Many smokers are said to be dependent on cigarettes because they know the real risks of disease involved but still smoke frequently and find it very difficult to quit.</p> <p data-bbox="109 500 1031 646">It has been known for centuries that smoking is difficult to quit. Under international definitions for determining whether people are dependent on smoking, including those from the World Health Organisation, many smokers would be classified as being dependent.</p> <p data-bbox="109 690 1026 836">However, millions of smokers have quit without any medical help, and millions have modified how often, where and when they smoke in the light of differing social norms. In some countries, such as the UK, there are now as many ex-smokers as smokers.</p> <p data-bbox="109 880 1033 1026">While smoking is commonly understood to be addictive, we believe it is important that smokers who decide to quit realise they can, provided they have the motivation to quit and the belief that they can. We believe that if you want to quit, you should.</p> <p data-bbox="109 1070 1016 1243">Various ways have been suggested to help people quit, including using 'nicotine replacement therapy' (patches and gums). While all these forms of assistance may be beneficial, the most important factors in successfully quitting are having the motivation to quit and the self-belief that you can do so.</p>	<p data-bbox="1062 181 1404 214"><u>Addictiveness of Smoking</u></p> <p data-bbox="1062 235 1644 267">Cigarette smoking and nicotine are addictive.</p>

BATCo's Current Website Statements	BATCo's Proposed "Corrective" Statements
<p data-bbox="109 183 621 215"><u>No Health Benefit to "Light" Cigarettes</u></p> <p data-bbox="109 248 378 280">Lower tar products</p> <p data-bbox="109 289 1033 881">After much work on specific smoke constituents, it was found that a practical and simpler way to reduce deliveries of individual smoke constituents would be to reduce smoke yields overall, as measured by a standardised machine method. The work, therefore, focused on using filters, ventilation and other design features to reduce tar. In lower tar products, there has been an overall reduction in the levels of most of the constituents of concern to governments and health bodies as measured by standardised machine test methods. However, many public health bodies no longer support the theory that lowering cigarette tar deliveries somewhat lowers the risks of smoking. Recent reports by the World Health Organisation and the US National Cancer Institute conclude that smoking lower tar delivery cigarettes does not reduce the risks of smoking. While the hypothesis that reducing exposure should reduce risks remains, questions are currently being asked as to whether low tar yielding cigarettes, as measured on machines, actually result in reduced exposure when in the hands of smokers.</p>	<p data-bbox="1062 183 1575 215"><u>No Health Benefit to "Light" Cigarettes</u></p> <p data-bbox="1062 289 1953 358">There is no significant health benefit from smoking "low tar," "light," "ultra light," "mild," or "natural," cigarettes.</p>

BATCo's Current Website Statements	BATCo's Proposed "Corrective" Statements
<p><u>Dangers of Exposure to Secondhand Smoke:</u></p> <p>The World Health Organisation and various other public health bodies have reported that exposure to environmental tobacco smoke (ETS), sometimes called 'passive smoking', is a cause of various diseases. The risks they report are far lower than those associated with active smoking, but are said to be large enough to make public smoking an important public health issue.</p> <p>Our view of the science is that ETS exposure is associated with various short term health impacts, such as exacerbating symptoms in asthmatics and respiratory illnesses in children. The science on ETS and chronic diseases, such as lung cancer and heart disease, is in our view not definitive and at most suggests that if there is a risk from ETS exposure, it is too small to measure with any certainty.</p> <p>So while we understand and support measures to reduce involuntary exposure to ETS, we do not believe that blanket bans on public and workplace smoking are fair or necessary, as there are more practical solutions based on air quality standards.</p>	<p><u>Dangers of Exposure to Secondhand Smoke:</u></p> <p>There are adverse health effects from exposure to second hand smoke (also known as environmental tobacco smoke or ETS). For a list of health effects and a discussion of the relevant science, see the 2006 Report of the Surgeon General "The Health Consequences of Involuntary Exposure to Tobacco Smoke."</p>
<p><u>Nicotine Manipulation:</u></p> <p>N/A</p>	<p><u>Nicotine Manipulation:</u></p> <p>BATCo manipulates the design of its cigarette brands to ensure that every cigarette of a particular brand or style will deliver the amount of nicotine (within 0.1 mg.) advertised for that brand, according to the test for nicotine in cigarette smoke adopted by the International Standards Organization.</p>

RJR/B&W's Most Recent Website Statements¹	Reynolds American's Proposed "Corrective" Statements
<p data-bbox="111 183 453 215"><u>Health Effects of Smoking</u></p> <p data-bbox="111 235 936 305">RJR: Smoking "causes disease in some individuals" but only "in combination with other factors."</p> <p data-bbox="111 324 1031 394">B&W: "Smoking cigarettes is a cause of lung cancer, emphysema, heart disease and other diseases."</p>	<p data-bbox="1062 183 1404 215"><u>Health Effects of Smoking</u></p> <p data-bbox="1062 235 1959 305">The Surgeon General has concluded that cigarette smoking causes the following diseases and adverse health effects:</p> <p data-bbox="1062 324 1986 846">Bladder cancer, cervical cancer, cancers of the esophagus, renal cell and renal pelvis cancers, cancer of the larynx, acute myeloid leukemia, lung cancer, cancers of the oral cavity and pharynx, pancreatic cancer, gastric cancers, abdominal aortic aneurysm, atherosclerosis, stroke, coronary heart disease, chronic obstructive pulmonary diseases such as emphysema and chronic bronchitis, pneumonia, respiratory effects in utero, respiratory effects in children, adolescents, and adults, respiratory symptoms among adults including coughing, phlegm, wheezing, and dyspnea, poor asthma control, fetal death and stillbirths, reduced fertility in women, fetal growth restrictions and low birth weight, premature rupture of the membranes, placenta previa, placental abruption, preterm delivery and shortened gestation, cataracts, diminished health status/morbidity, hip fractures, low bone density in postmenopausal women, and peptic ulcer disease.</p> <p data-bbox="1062 865 1986 935">This message is furnished by [Defendant] pursuant to a Court Order and is taken from the 2004 Surgeon General's Report.</p> <p data-bbox="1062 954 1959 1024">You should rely upon your medical provider and the Surgeon General in making decisions regarding smoking.</p>

RJR/B&W's Most Recent Website Statements¹	Reynolds American's Proposed "Corrective" Statements
<p data-bbox="111 183 449 212"><u>Addictiveness of Smoking</u></p> <p data-bbox="111 235 1031 415">RJR: "Many people believe that smoking is addictive and as that term is commonly used today, it is. Many smokers find it difficult to quit and some find it extremely difficult. . . . [H]owever, we disagree with characterizing smoking as being addictive in the same sense as heroin, cocaine or similar substances."</p> <p data-bbox="111 436 1020 542">B&W: B&W "agrees that, by current definitions of the term 'addiction,' including that of the Surgeon General in 1988, cigarette smoking is addictive" but that:</p> <p data-bbox="111 563 1020 857">"Although smoking can be very difficult to quit, we do not believe that the term "addiction" should be used to imply that there is anything in cigarette smoke that prevents smokers from reaching and implementing a decision to quit. Smoking may indeed be difficult to quit, but people can quit and do so in large numbers. The scientific literature demonstrates that smokers who believe they can quit, and who believe that the benefits of quitting outweigh the enjoyment of continuing to smoke, can do so."</p>	<p data-bbox="1062 183 1400 212"><u>Addictiveness of Smoking</u></p> <p data-bbox="1062 235 1535 264">The Surgeon General has concluded:</p> <p data-bbox="1062 285 1990 354">Cigarettes and other forms of tobacco are addicting. Nicotine is the drug in tobacco that causes addiction.</p> <p data-bbox="1062 375 1990 443">This message is furnished by [Defendant] pursuant to a Court Order and is taken from the 1988 Surgeon General's Report.</p> <p data-bbox="1062 464 1955 532">You should rely upon your medical provider and the Surgeon General in making decisions regarding smoking.</p>

RJR/B&W's Most Recent Website Statements¹	Reynolds American's Proposed "Corrective" Statements
<p data-bbox="111 183 621 212"><u>No Health Benefit to "Light" Cigarettes</u></p> <p data-bbox="111 237 1020 456">RJR: "Our company, like other cigarette manufacturers, uses brand descriptors such as 'full flavor,' 'lights' and 'ultra lights' to differentiate cigarette brand-styles in terms of such characteristics as strength of taste, and reported 'tar' and nicotine yield. These terms do not, and are not meant to, imply that any cigarette brand-style or any category of cigarettes is safer than any other."</p> <p data-bbox="111 529 1020 898">B&W: "Cigarette brands in the U.S. are usually identified on packs, cartons and advertising as belonging to the following categories: 'Ultra Lights' or 'Ultra Low Tar', 'Lights' or 'Low Tar', and 'Full Flavor' Recent published studies suggest that the majority of smokers use descriptors to guide their product selection based on taste. . . . It is not Brown & Williamson's intention to suggest that any individual brand, regardless of the category descriptor terminology used, or tar yield, is safer than any other. . . . We do not believe that people who are concerned about the health risks of smoking should view lower tar products as an alternative to quitting."</p>	<p data-bbox="1062 183 1575 212"><u>No Health Benefit to "Light" Cigarettes</u></p> <p data-bbox="1062 237 1535 266">The Surgeon General has concluded:</p> <p data-bbox="1062 290 1980 467">Smoking cigarettes with lower machine-measured yields of tar and nicotine (including those that have been labeled "low tar," "light," "ultra light, "mild" and "natural") provides no clear benefit to health in comparison to smoking cigarettes with higher machine measured yields of tar and nicotine.</p> <p data-bbox="1062 492 1990 558">This message is furnished by [Defendant] pursuant to a Court Order and is derived from the 2004 Surgeon General's Report.</p> <p data-bbox="1062 583 1959 649">You should rely upon your medical provider and the Surgeon General in making decisions regarding smoking.</p>

RJR/B&W's Most Recent Website Statements¹	Reynolds American's Proposed "Corrective" Statements
<p><u>Dangers of Exposure to Secondhand Smoke:</u></p> <p>RJR: Reynolds' website stated "that there are still legitimate scientific questions concerning the reported risks of secondhand smoke" and that "considering all of the evidence, in our opinion, it seems unlikely that secondhand smoke presents any significant harm to otherwise health nonsmoking adults at the very low concentrations commonly encountered in their homes, offices and other places where smoking is allowed. We recognize that exposure to high concentrations of secondhand smoke may cause temporary irritation, such as teary eyes, and even coughs and wheezing in some adults. In addition, there is evidence that secondhand smoke, like other airborne irritants, or allergens such as pollen and dust may trigger attacks in asthmatics."</p> <p>B&W: "In our opinion and in the opinion of others, . . . there are legitimate scientific questions concerning the extent of the chronic health risks of ETS."</p>	<p><u>Dangers of Exposure to Secondhand Smoke:</u></p> <p>The Surgeon General has concluded:</p> <p>Exposure to environmental tobacco smoke has been proven to cause premature death and disease in children and 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, and more severe asthma. Smoking by parents causes respiratory symptoms and slows lung growth in their children. Exposure of adults to secondhand smoke has immediate adverse effects on the cardiovascular system and causes coronary heart disease and lung cancer. The scientific evidence indicates that there is no risk-free level of exposure to secondhand smoke.</p> <p>This message is furnished by [Defendant] pursuant to a Court Order and is taken from the 2006 Surgeon General's Report.</p> <p>You should rely upon your medical provider and the Surgeon General in making decisions regarding smoking.</p>
<p><u>Nicotine Manipulation:</u></p> <p>RJR "do[es] not add nicotine or any nicotinic compounds to any of our cigarettes, nor do we do anything to enhance the effects of nicotine on the smoker."</p> <p>B&W: "Brown & Williamson does not in any way control the level or nature of nicotine in cigarettes to induce people to start smoking or to prevent people from quitting."</p>	<p><u>Nicotine Manipulation:</u></p> <p>A United States District Court has found that:</p> <p>"Cigarettes are specifically designed to deliver a range of nicotine doses so that a smoker can obtain her optimal dose from virtually any cigarette on the market, regardless of that cigarette's nicotine delivery level as measured by the FTC method."</p> <p>"Cigarette manufacturers controlled the amount and form of nicotine delivery in commercial products by controlling the physical and chemical make-up of the tobacco blend and filler."</p> <p>This message is furnished pursuant to a Court Order by [Defendant].</p> <p>You should rely upon your medical provider and the Surgeon General in making decisions regarding smoking.</p>

Lorillard’s Recent Public Statements²	Lorillard’s Proposed “Corrective” Statements
<p data-bbox="96 240 443 269"><u>Health Effects of Smoking</u></p> <p data-bbox="96 289 674 318">Cigarette smoking is a risk factor for disease.</p>	<p data-bbox="905 240 1251 269"><u>Health Effects of Smoking</u></p> <p data-bbox="905 289 1986 1032">The Surgeon General has concluded that the evidence is sufficient to infer a causal relationship between cigarette smoking and the following: Bladder cancer, cervical cancer, cancers of the esophagus, renal cell and renal pelvis cancers, cancer of the larynx, acute myeloid leukemia, lung cancer, cancers of the oral cavity and pharynx, pancreatic cancer, gastric cancers, abdominal aortic aneurysm, subclinical atherosclerosis, stroke, coronary heart disease, chronic obstructive pulmonary disease morbidity and mortality, acute respiratory illnesses, including pneumonia, in persons without underlying smoking-related chronic obstructive lung disease, impaired lung growth during childhood and adolescence, early onset of lung function decline during late adolescence and early adulthood, respiratory symptoms in children and adolescents, including, coughing, phlegm, wheezing, and dyspnea, asthma-related symptoms (i.e., wheezing) in childhood and adolescence, premature onset of and an accelerated age-related decline in lung function in adults, all major respiratory symptoms among adults including coughing, phlegm, wheezing, and dyspnea, poor asthma control, nuclear cataract, diminished health status that may manifest as increased absenteeism from work and increased use of medical care services, increased risks for adverse surgical outcomes related to wound healing and respiratory complications, hip fractures, low bone density in postmenopausal women, peptic ulcer disease in persons who are Helicobacter pylori positive, and periodontitis.</p> <p data-bbox="905 1057 1976 1211">The Surgeon General has also concluded that the evidence is sufficient to infer a causal relationship between maternal smoking during pregnancy and the following: Fetal growth restrictions and low birth weight, premature rupture of the membranes, placenta previa, placental abruption, and preterm delivery and shortened gestation.</p> <p data-bbox="905 1235 1934 1341">The Surgeon General has also concluded that the evidence is sufficient to infer a causal relationship between maternal smoking during and after pregnancy and sudden infant death syndrome.</p> <p data-bbox="905 1365 1944 1471">These conclusions are contained in the 2004 Surgeon General's Report. Lorillard encourages consumers to rely upon the conclusions of the Surgeon General in making decisions about smoking.</p>

Lorillard's Recent Public Statements²	Lorillard's Proposed "Corrective" Statements
<p data-bbox="96 188 436 220"><u>Addictiveness of Smoking</u></p> <p data-bbox="96 293 856 435">Lorillard's website stated that "Cigarette smoking can also be addictive"; Lorillard also publicly stated that smoking is addictive in the same sense as any pleasurable activity that can be difficult to stop.</p>	<p data-bbox="905 188 1245 220"><u>Addictiveness of Smoking</u></p> <p data-bbox="905 293 1938 435">The following statement is made by Lorillard Tobacco Company pursuant to a Court Order in <u>United States of America, et al. v. Philip Morris USA, Inc., et al.</u>, Civil Action No. 99-2496 (GK) (Order #1015, Aug. 17, 2006, at 4; Final Op. at 1636) (on appeal).</p> <p data-bbox="905 475 1381 508">The Surgeon General has concluded:</p> <p data-bbox="905 545 1976 610">Cigarettes and other forms of tobacco are addicting. Nicotine is the drug in tobacco that causes addiction.</p> <p data-bbox="905 651 1948 756">These conclusions are contained in the 1988 Surgeon General's Report. Lorillard encourages consumers to rely upon the conclusions of the Surgeon General in making decisions about smoking.</p>

Lorillard's Recent Public Statements²	Lorillard's Proposed "Corrective" Statements
<p data-bbox="86 185 667 220"><u>Dangers of Exposure to Secondhand Smoke:</u></p> <p data-bbox="86 256 861 367">Lorillard has never admitted that secondhand smoke causes disease in any form. Lorillard's website directed readers to public health authority statements on secondhand smoke.</p>	<p data-bbox="894 185 1480 220"><u>Dangers of Exposure to Secondhand Smoke:</u></p> <p data-bbox="894 256 1942 402">The following statement is made by Lorillard Tobacco Company pursuant to a Court Order in <u>United States of America, et al. v. Philip Morris USA, Inc., et al.</u>, Civil Action No. 99-2496 (GK) (Order #1015, Aug. 17, 2006, at 4; Final Op. at 1636) (on appeal).</p> <p data-bbox="894 438 1381 474">The Surgeon General has concluded:</p> <p data-bbox="894 509 1934 620">The evidence is sufficient to infer a causal relationship between exposure to secondhand smoke and sudden infant death syndrome; and a lower level of lung function during childhood.</p> <p data-bbox="894 656 1984 951">The evidence is sufficient to infer a causal relationship between maternal exposure to secondhand smoke during pregnancy and a small reduction in birth weight; and persistent adverse effects on lung function across childhood. The evidence is sufficient to infer a causal relationship between secondhand smoke exposure from parental smoking and lower respiratory illnesses in infants and children; middle ear disease in children, including acute and recurrent otitis media and chronic middle ear effusion; cough, phlegm, wheeze, breathlessness and ever having asthma among children of school age; and the onset of wheeze illnesses in early childhood.</p> <p data-bbox="894 1052 1890 1279">The evidence is sufficient to infer a causal relationship between exposure to secondhand smoke and lung cancer among lifetime nonsmokers; increased risks of coronary heart disease morbidity and mortality among both men and women; odor annoyance; nasal irritation; atherosclerosis in animal models; endothelial cell dysfunctions; a prothrombotic effect; and tumors in laboratory animals.</p> <p data-bbox="894 1315 1942 1425">These conclusions are contained in the 2006 Surgeon General's Report. Lorillard encourages consumers to rely upon the conclusions of the Surgeon General in making decisions about smoking.</p>

Lorillard’s Recent Public Statements²	Lorillard’s Proposed “Corrective” Statements
<p data-bbox="96 185 621 217"><u>No Health Benefit to “Light” Cigarettes</u></p> <p data-bbox="96 256 155 289">N/A</p>	<p data-bbox="905 185 1419 217"><u>No Health Benefit to “Light” Cigarettes</u></p> <p data-bbox="905 256 1940 402">The following statement is made by Lorillard Tobacco Company pursuant to a Court Order in <u>United States of America, et al. v. Philip Morris USA, Inc., et al.</u>, Civil Action No. 99-2496 (GK) (Order #1015, Aug. 17, 2006, at 4; Final Op. at 1636-37) (on appeal).</p> <p data-bbox="905 441 1381 474">The Surgeon General has concluded:</p> <p data-bbox="905 513 1955 659">Smoking cigarettes with lower machine-measured yields of tar and nicotine (including those that have been labeled “low tar,” “light,” “ultra light,” “mild” and “natural”) provides no clear benefit to health in comparison to smoking cigarettes with higher machine-measured yields of tar and nicotine.</p> <p data-bbox="905 698 1906 802">This conclusion is contained in the 2004 Surgeon General’s Report. Lorillard encourages consumers to rely upon the conclusions of the Surgeon General in making decisions about smoking.</p>
<p data-bbox="96 834 401 867"><u>Nicotine Manipulation:</u></p> <p data-bbox="96 906 873 1010">Lorillard’s public statements have stated that “nicotine follows tar levels” and that the company “does not take any steps to assure a minimum level of nicotine in our products.”</p>	<p data-bbox="905 834 1209 867">Nicotine Manipulation:</p> <p data-bbox="905 906 1940 1052">The following statement is made by Lorillard Tobacco Company pursuant to a Court Order in <u>United States of America, et al. v. Philip Morris USA, Inc., et al.</u>, Civil Action No. 99-2496 (GK) (Order #1015, Aug. 17, 2006, at 4; Final Op. at 1636) (on appeal).</p> <p data-bbox="905 1091 1976 1195">Cigarette manufacturers “controlled the amount and form of nicotine delivery in their commercial products by controlling the physical and chemical make-up of the tobacco blend and filter.”</p>

1. Reynolds American has taken down its website statements on smoking and health. The above are recent public statements by those companies on these topics.

2. Lorillard has taken down its corporate website. The above are recent public statements by the company on these topics.