



July 27, 2018

**VIA EMAIL**

Nicolas Capt



**Re: Response to the July 25, 2018 letter entitled, “ECLT Foundation vs Campaign for Tobacco(Sic)-Free Kids, Formal notice before legal proceedings.”**

Dear Mr. Capt,

We have received your letter dated July 25, 2018. We have also reviewed the statements made in the June 7, 2018 press release to which you referred that discussed the fact that the Campaign for Tobacco-Free Kids was joining more than 100 other public health groups in urging the International Labor Organization to sever its ties with the tobacco industry and tobacco industry funded organizations, including ECLT.

To the best of our knowledge, the factual statements in the press release, including those highlighted in your letter were factually accurate and well documented based on the best available public information.

The following facts are in the public record. ECLT was created by a major tobacco company. Based on the information in multiple Annual Reports, including the most recent Annual Report, the ECLT Foundation’s Board (its governing body) is comprised of representatives affiliated with tobacco industry entities and this has been the case from ECLT’s very inception. Further, the public information indicates that the ECLT Foundation is dependent on funding from members of the tobacco industry. Indeed, the public record indicates ECLT has no other meaningful source of funds.

In addition, internal tobacco industry documents that tobacco companies were forced to make public in litigation in the United States includes clear and specific statements that the creation of ECLT was part of BAT's and later PMI's corporate social responsibility efforts.

It should also be noted that the facts and statements to which you point were in the public domain long before the press release noted in your letter, had been made public previously by individuals and entities other than the Campaign for Tobacco-Free Kids, have been cited in peer reviewed articles and other publications previously and will remain in the public domain without regard to what appears on our website.

Given the funding of ECLT and the composition of ECLT's Board of Directors, plus the material from industry documents now in the public domain, and other public information, there is a substantial factual basis to support the statements that ECLT is a "tobacco industry dominated group," that it involves "an alliance of tobacco companies and growers led exclusively by members of the tobacco industry," and that it was created as part of "a corporate social responsibility initiative."

While you have not provided any facts that are contrary to or call into question the accuracy of these factual statements, we will review any specific facts that you provide us that contradict these statements or that you otherwise believe provide a factual basis for your assertions. It is our goal to be as accurate as possible. We are always willing to make a change that corrects any error.

If you have such documentation, we look forward to receiving it and you can rest assured we will review it carefully and make any changes that are necessary to accurately present the facts.

Sincerely,

Matthew L. Myers, President  
Campaign for Tobacco-Free Kids