



November 28, 2001

Geoffrey C. Bible  
Chairman of the Board and Chief Executive Officer  
Philip Morris U.S.A.  
120 Park Avenue  
New York, New York 10017

Dear Mr. Bible:

The National Cancer Institute today released a comprehensive new report detailing the 50-year history of light and low-tar cigarettes and their impact on the public health. The report concludes, "Epidemiological and other scientific evidence, including patterns of mortality from smoking-caused diseases, does not indicate a benefit to public health from changes in cigarette design and manufacturing over the last fifty years." The report further concludes that the marketing of these products as lower delivery and lower risk is "deceptive" and the fact that smokers choose these products as an alternative to quitting makes this deception an "urgent public health issue."

There are two clear messages, behind which the entire public health community stands united, to be taken from this groundbreaking new report:

1. If smokers are concerned about their health, there is only one solution – to quit smoking. There is no significant health difference between any of the cigarettes currently on the market. Misunderstanding of the health implications of the terms "light" and "low-tar" have led millions of Americans to use these products thinking they were safer. It is critical that a major public education campaign be initiated to counter these misconceptions.
2. The terms "light", low tar" and "ultra light" are deceptive and should be eliminated. It is time to end the special exemption tobacco receives from oversight by the U.S. Food and Drug Administration (FDA). Congress should grant the FDA authority to regulate tobacco products, including the ability to ban the terms "light", "ultra-light" and "low-tar."

However, until Congress acts, we call upon Philip Morris U.S.A. and the rest of the tobacco industry to voluntarily and immediately eliminate the use of all deceptive and misleading terms such as "ultra light", "light" and "low tar" on all cigarette package labeling and advertising. Furthermore, we call upon Philip Morris U.S.A. to refrain from any attempt to confuse the public about the findings of this important report. Based on the evidence and the fact that the NCI characterizes this as "an urgent public health issue", the immediate cessation of these and other misleading and deceptive descriptors is the only responsible corporate action to take on behalf of the 35-40 million Americans who smoke "light" and "low tar" cigarettes. Your customers would agree that misleading them with the use of deceptive terms is irresponsible and should stop right away.

Sincerely,

John R. Seffrin, Ph.D., Chief Executive Officer  
American Cancer Society

M. Cass Wheeler, Chief Executive Officer  
American Heart Association

John L. Kirkwood, Chief Executive Officer  
American Lung Association

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



November 28, 2001

Andrew W. Schindler  
Chairman and Chief Executive Officer  
R.J. Reynolds Tobacco Holdings, Inc.  
P.O. Box 2866  
Winston-Salem, North Carolina 27102

Dear Mr. Schindler:

The National Cancer Institute today released a comprehensive new report detailing the 50-year history of light and low-tar cigarettes and their impact on the public health. The report concludes, "Epidemiological and other scientific evidence, including patterns of mortality from smoking-caused diseases, does not indicate a benefit to public health from changes in cigarette design and manufacturing over the last fifty years." The report further concludes that the marketing of these products as lower delivery and lower risk is "deceptive" and the fact that smokers choose these products as an alternative to quitting makes this deception an "urgent public health issue."

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1. If smokers are concerned about their health, there is only one solution – to quit smoking. There is no significant health difference between any of the cigarettes currently on the market. Misunderstanding of the health implications of the terms "light" and "low-tar" have led millions of Americans to use these products thinking they were safer. It is critical that a major public education campaign be initiated to counter these misconceptions.
2. The terms "light", low tar" and "ultra light" are deceptive and should be eliminated. It is time to end the special exemption tobacco receives from oversight by the U.S. Food and Drug Administration (FDA). Congress should grant the FDA authority to regulate tobacco products, including the ability to ban the terms "light", "ultra-light" and "low-tar."

However, until Congress acts, we call upon the R.J. Reynolds Tobacco Holdings Company and the rest of the tobacco industry to voluntarily and immediately eliminate the use of deceptive and misleading terms such as "ultra light", "light" and "low tar" on all cigarette package labeling and advertising. Furthermore, we call upon R.J. Reynolds to refrain from any attempt to confuse the public about the findings of this important report. Based on the evidence and the fact that the NCI characterizes this as "an urgent public health issue", the immediate cessation of these and other misleading and deceptive descriptors is the only responsible corporate action to take on behalf of the 35-40 million Americans who smoke "light" and "low tar" cigarettes. Your customers would agree that misleading them with the use of deceptive terms is irresponsible and should stop right away.

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American Heart Association

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



November 28, 2001

Bennett S. Lebow  
Chief Executive Officer  
Vector Tobacco, Ltd.  
700 W. Main Street  
Durham, North Carolina 27701

Dear Mr. Lebow:

The National Cancer Institute today released a comprehensive new report detailing the 50-year history of light and low-tar cigarettes and their impact on the public health. The report concludes, "Epidemiological and other scientific evidence, including patterns of mortality from smoking-caused diseases, does not indicate a benefit to public health from changes in cigarette design and manufacturing over the last fifty years." The report further concludes that the marketing of these products as lower delivery and lower risk is "deceptive" and the fact that smokers choose these products as an alternative to quitting makes this deception an "urgent public health issue."

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2. The terms "light", low tar" and "ultra light" are deceptive and should be eliminated. It is time to end the special exemption tobacco receives from oversight by the U.S. Food and Drug Administration (FDA). Congress should grant the FDA authority to regulate tobacco products, including the ability to ban the terms "light", "ultra-light" and "low-tar."

However, until Congress acts, we call upon Vector Tobacco, Ltd. and the rest of the tobacco industry to voluntarily and immediately eliminate the use of deceptive and misleading terms such as "ultra light", "light" and "low tar" on all cigarette package labeling and advertising. Furthermore, we call upon Vector to refrain from any attempt to confuse the public about the findings of this important report. Based on the evidence and the fact that the NCI characterizes this as "an urgent public health issue", the immediate cessation of these and other misleading and deceptive descriptors is the only responsible corporate action to take on behalf of the 35-40 million Americans who smoke "light" and "low tar" cigarettes. Your customers would agree that misleading them with the use of deceptive terms is irresponsible and should stop right away.

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



November 28, 2001

Susan M. Ivey  
President and Chief Executive Officer  
Brown & Williamson Tobacco Company  
401 South Fourth Avenue  
Louisville, Kentucky 40202

Dear Ms. Ivey:

The National Cancer Institute today released a comprehensive new report detailing the 50-year history of light and low-tar cigarettes and their impact on the public health. The report concludes, "Epidemiological and other scientific evidence, including patterns of mortality from smoking-caused diseases, does not indicate a benefit to public health from changes in cigarette design and manufacturing over the last fifty years." The report further concludes that the marketing of these products as lower delivery and lower risk is "deceptive" and the fact that smokers choose these products as an alternative to quitting makes this deception an "urgent public health issue."

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2. The terms "light", low tar" and "ultra light" are deceptive and should be eliminated. It is time to end the special exemption tobacco receives from oversight by the U.S. Food and Drug Administration (FDA). Congress should grant the FDA authority to regulate tobacco products, including the ability to ban the terms "light", "ultra-light" and "low-tar."

However, until Congress acts, we call upon the Brown and Williamson Tobacco Company and the rest of the tobacco industry to voluntarily and immediately eliminate the use of deceptive and misleading terms such as "ultra light", "light" and "low tar" on all cigarette package labeling and advertising. Furthermore, we call upon Brown and Williamson to refrain from any attempt to confuse the public about the findings of this important report. Based on the evidence and the fact that the NCI characterizes this as "an urgent public health issue", the immediate cessation of these and other misleading and deceptive descriptors is the only responsible corporate action to take on behalf of the 35-40 million Americans who smoke "light" and "low tar" cigarettes. Your customers would agree that misleading them with the use of deceptive terms is irresponsible and should stop right away.

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American Cancer Society

John L. Kirkwood, Chief Executive Officer  
American Lung Association

M. Cass Wheeler, Chief Executive Officer  
American Heart Association

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



November 28, 2001

James S. Tisch  
President and Chief Executive Officer  
Loews Corporation  
667 Madison Avenue  
New York, New York 10021

Dear Mr. Tisch:

The National Cancer Institute today released a comprehensive new report detailing the 50-year history of light and low-tar cigarettes and their impact on the public health. The report concludes, "Epidemiological and other scientific evidence, including patterns of mortality from smoking-caused diseases, does not indicate a benefit to public health from changes in cigarette design and manufacturing over the last fifty years." The report further concludes that the marketing of these products as lower delivery and lower risk is "deceptive" and the fact that smokers choose these products as an alternative to quitting makes this deception an "urgent public health issue."

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However, until Congress acts, we call upon the Loews Corporation (and its subsidiary the Lorillard Tobacco Company) and the rest of the tobacco industry to voluntarily and immediately eliminate the use of deceptive and misleading terms such as "ultra light", "light" and "low tar" on all cigarette package labeling and advertising. Furthermore, we call upon Loews (and Lorillard) to refrain from any attempt to confuse the public about the findings of this important report. Based on the evidence and the fact that the NCI characterizes this as "an urgent public health issue", the immediate cessation of these and other misleading and deceptive descriptors is the only responsible corporate action to take on behalf of the 35-40 million Americans who smoke "light" and "low tar" cigarettes. Your customers would agree that misleading them with the use of deceptive terms is irresponsible and should stop right away.

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