

EXHIBIT B

DO NOT

Implies voluntary goodwill, not court mandate

It's time we cleared the air on smoking...



Adverse Health Effects of Smoking

For decades, we told you that smoking wasn't dangerous. We even paid scientists to help create the controversy. But the truth is that...

What is accurate:

1200 Americans die every day from smoking—it harms almost every organ in the body, causing heart attacks, strokes, emphysema and almost one third of all cancers. More people die from smoking than from murder, AIDS, suicide, drugs, car crashes and alcohol combined. In fact, cigarettes kill one half of all loyal smokers, and 25% of them die in middle age. Quality of life is compromised too, since X% of smokers are sick at any given time.

Addictiveness of Smoking and Nicotine

We told Congress under oath that smoking is not addictive. We told you that it's easy to quit. But the truth is that...

What is accurate:

We manipulated cigarettes to make them more addictive. When you smoke, the way the nicotine is delivered actually changes the brain—that's why quitting is so hard.

Lack of Any Significant Health Benefit from Smoking "Light," "Low-tar," "Ultra light," "Mild," or "Natural" Cigarettes

We falsely marketed low tar and light cigarettes as less harmful than regular cigarettes to keep people smoking and sustain our revenues.

We knew that many smokers switch to low tar and light cigarettes rather than quitting because they believe low tar and lights are less harmful.

And even when a federal district judge ordered us to stop using misleading terms such as 'lights' and 'low tar' because they were as harmful as regular cigarettes, we still tried to get an exception so that we could keep falsely marketing these cigarettes outside of the U.S. But the truth is that...

What is accurate:

Just because lights and low-tar cigarettes feel smoother, that doesn't mean they are any better for you. One Light cigarette equals one regular cigarette, in terms of its impact on your health. ALL cigarettes cause cancer, lung disease, heart disease and premature death—lights, low-tar, ultralights and naturals.

Manipulation of Cigarette Design and Composition To Ensure Optimum Nicotine Delivery

For decades, we falsely denied that we controlled the level of nicotine delivered in cigarettes. The truth is that...

What is accurate:

We controlled nicotine delivery in order to create and sustain smokers' addiction, knowing that was necessary to ensure commercial success. Cigarettes are a finely-tuned nicotine delivery device designed to addict people.



Adverse Health Effects of Exposure to Secondhand Smoke

For decades we denied the harms of secondhand smoke. OR: We publicly denied what we internally acknowledged: that secondhand smoke is hazardous to nonsmokers.

We undertook efforts with other tobacco companies to undermine and discredit the scientific consensus that secondhand smoke causes disease.

To this day, we're spending millions to defeat smoke-free workplace laws throughout the country. But here's the truth from the U.S. Surgeon General:

What is accurate:

Secondhand smoke contains 4000 chemicals and over 50 cancer-causing substances, including formaldehyde, benzene, vinyl chloride, arsenic, ammonia, and hydrogen cyanide. Secondhand smoke has been proven to cause lung cancer and heart disease, and it kills over 38,000 Americans each year (California EPA).

There is no risk-free exposure to secondhand smoke.

Separating smokers from nonsmokers, cleaning the air, and ventilating buildings cannot eliminate exposures of nonsmokers to secondhand smoke.

We have been dishonest with the American Public, and the courts are now mandating that we come clean.



Too much copy, not broken into digestible pieces.

Visuals distract from gravity of message

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