

# EXHIBIT C

**For decades, we deliberately misled the American Public on the health effects of smoking.**

**A Federal District Court is requiring us to make this statement.**

**We denied the harms of secondhand smoke.**

**Here's the truth:**

**Secondhand smoke contains 4,800 chemicals...**

**Including more than 50 cancer-causing substances.**

**Secondhand smoke kills more than 38,000 Americans each year.**

**Paid for by**

**[Company Name]**

**under order of a Federal District Court**

**TV  
Secondhand Smoke**

The objective of the television ads is to get the message across as simply and clearly as possible. Since the facts and information we are presenting are very compelling on their own, the most effective way to do this is to simply super the copy, black text on a white background, no imagery.