

THE FOLLOWING IS A STATEMENT BY [TOBACCO COMPANY DEFENDANT]:

Despite our prior denials:

- Smoking now kills more than 400,000 Americans a year.
- Smoking harms nearly every organ of the body and causes many diseases.
- Smokers are not as healthy as non-smokers.
- Smoking shortens life. On average, smokers lose about 8 to 10 years of life.
- Smoking causes cancer throughout the body.
- Smoking causes heart disease and stroke.
- Smoking causes lung disease.
- For pregnant women who smoke, smoking causes birth problems, and sudden infant death syndrome (SIDS).
- Smoking causes low bone density, hip fractures, cataracts, and peptic ulcers.
- Quitting smoking improves health.

THE FOLLOWING IS A STATEMENT BY [TOBACCO COMPANY DEFENDANT]:

Despite our prior denials:

- Secondhand smoke causes death and disease in children and in adults.
- In children, secondhand smoke damages the lungs and causes sudden infant death syndrome (SIDS), respiratory and ear infections, and more severe asthma.
- In adults, secondhand smoke causes heart disease and lung cancer.
- Only eliminating smoking in indoor spaces fully protects people from secondhand smoke.

THE FOLLOWING IS A STATEMENT BY [TOBACCO COMPANY DEFENDANT]:

Despite our prior denials:

- There is no health benefit of smoking cigarettes labeled as “low tar”, “light”, “ultra light”, “mild” and “natural.” Smoking cigarettes with these labels is not a safe alternative to quitting.
- Smokers of cigarettes with these labels do not receive lower amounts of toxins.
- The nicotine and tar levels on cigarette packages are not related to the risks to health.

THE FOLLOWING IS A STATEMENT BY [TOBACCO COMPANY DEFENDANT]:

Despite our prior denials:

- Cigarette smoking is highly addictive and most smokers are addicted.
- Nicotine is the addictive drug in tobacco.
- Nicotine addiction causes powerful cravings and makes it hard to quit.
- Every year, more than one-third of smokers try to quit. Less than one in ten are successful.
- Most smokers become addicted as teenagers.
- Addiction can start within weeks of starting to smoke.

THE FOLLOWING IS A STATEMENT BY [TOBACCO COMPANY DEFENDANT]:

Despite our prior denials:

- [Tobacco Company Defendant] manipulates the design of its cigarettes to enhance addiction.
- [Tobacco Company Defendant] designs its cigarettes so that almost all of them provide an addictive dose of nicotine. This includes “light” and “ultra-light” cigarettes.