

EXHIBIT A

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

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

We told you that smoking and secondhand smoke were not dangerous and that smoking was not addictive. We falsely marketed "light" and "low-tar" cigarettes as less harmful than regular cigarettes to keep smokers from quitting – even when we knew they were not.

Here's the truth:

- Smoking kills 1200 Americans every day from cancer, heart attacks, and many other illnesses. It damages almost every organ in the body.
- Smoking is very addictive and therefore very hard to quit. We even manipulated cigarettes by adding things like ammonia to make them more addictive.
- There is no health benefit from smoking "light," "low-tar," "ultra-light," "mild," or "natural" cigarettes.
- Secondhand smoke is a proven cause of cancer, heart attacks, and other illnesses. It kills more than 38,000 Americans each year.

Paid for by [Company Name] under order of a Federal District Court.

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