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**CONTACT:** Scott Williams  
202-739-0225  
888-912-2926 (pager)  
Steve Duchesne  
202-739-0245

**MASSACHUSETTS CIGARETTE TESTING LAW  
HIGHLIGHTS NEED FOR NATIONAL, UNIFORM STANDARD**

**The following statement was released today by Philip Morris Incorporated, R.J. Reynolds Tobacco Company, Brown & Williamson Tobacco Corporation, and Lorillard Tobacco Company as the companies submitted the results of nicotine tests required under the new Massachusetts cigarette testing law:**

Cigarette testing results submitted to the Massachusetts Department of Public Health today underscore the critical need for a national tobacco resolution, the nation's four largest cigarette manufacturers said today.

The tobacco industry has been publishing nicotine yield information in its advertising since 1971, in cooperation with the Federal Trade Commission (FTC). The companies believe that testing of this type should be handled by the federal government and that there should be national, uniform standards in this area, as the national tobacco resolution would provide. This will give consumers across the country consistent and clear information that they can understand. The national resolution would transfer cigarette testing responsibilities from the FTC to the Food and Drug Administration (FDA) and would broaden those responsibilities.

The nicotine information that has been submitted to Massachusetts is different from the nicotine information provided to the FTC for two important reasons:

- First, the tests required by Massachusetts are different from the tests currently used by the FTC. They use different testing conditions and, therefore, generate different results.
- Second, the FTC method has undergone a rigorous scientific methods validation to ensure that test results are consistent from product to product and from laboratory to laboratory, but the Massachusetts tests have not. Under the Massachusetts guidelines, it is impossible to ensure that different laboratories will obtain the same results even when testing the same cigarettes.

Smokers could see one set of ratings in cigarette ads, based on the FTC method, and another, conflicting, set of ratings for the same cigarettes, based on the Massachusetts guidelines. This is bound to confuse smokers - with the potential for 50 states generating 50 different sets of numbers for the same cigarette brands.

As the FTC indicated when it initiated "tar" and nicotine testing, standardized tests performed with smoking machines are meant to provide a relative ranking of the various

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