

Parrish Presentations  
FIRST DRAFT  
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As discussed in my last report, our critics have become increasingly focused on what they perceive to be our Achilles heel -- the issue of smoking by minors. Our position then and now is clear: we market only to adults, and only adults are capable of making the informed decision to smoke.

That line of attack culminated earlier this month in the announcement by the federal Food and Drug Administration to regulate certain aspects regarding the marketing, advertising and sale of cigarettes. I would like to take you through the events that brought us to the current situation, and outline for you where we go from here.

Over the years we have done much more than pay lip service to efforts to keep kids from smoking.

We have taken a leadership position in developing a voluntary industry code to assure our marketing practices are directed only at adult smokers.

We have been very serious about infringements on our trademarks by companies whose products, illegally bearing our logos, might be marketed to children and we have taken legal action in literally thousands of such cases.

We have supported minimum age requirements for the purchase of tobacco products in all 50 states.

We have conducted a program to provide retailers with the tools and materials needed to help ensure that they are well aware that it is illegal for minors to purchase tobacco.

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