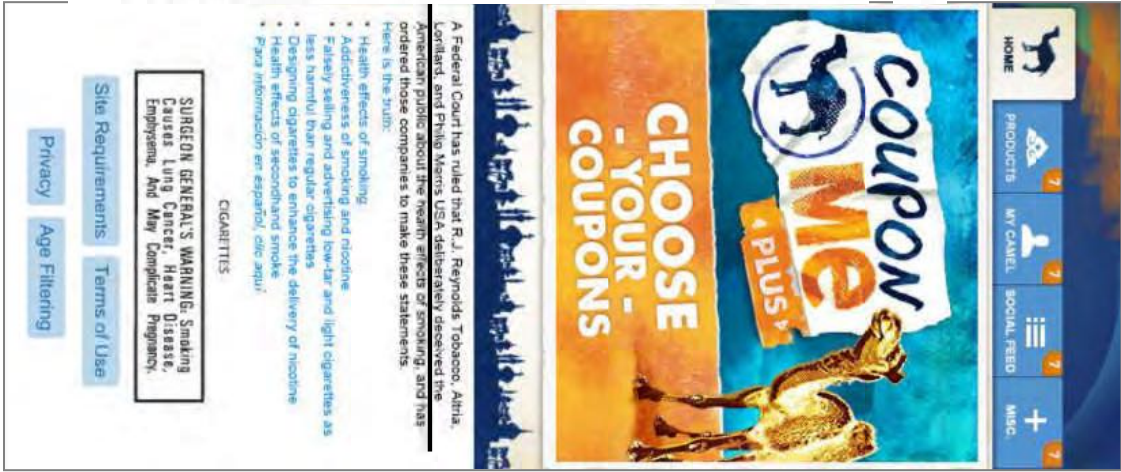
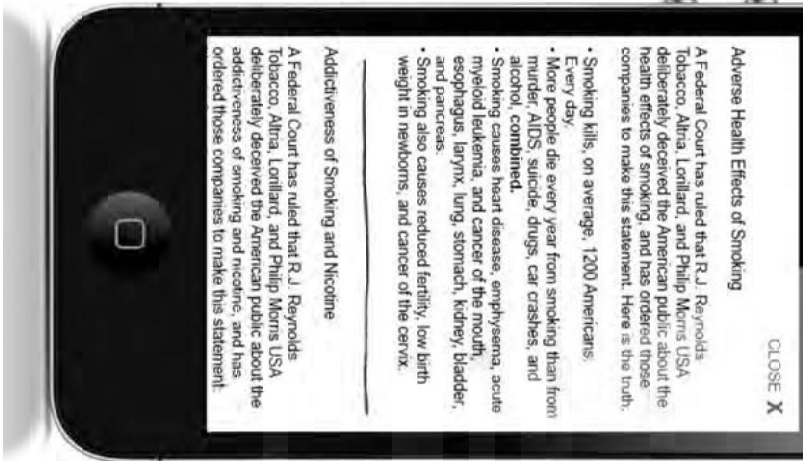
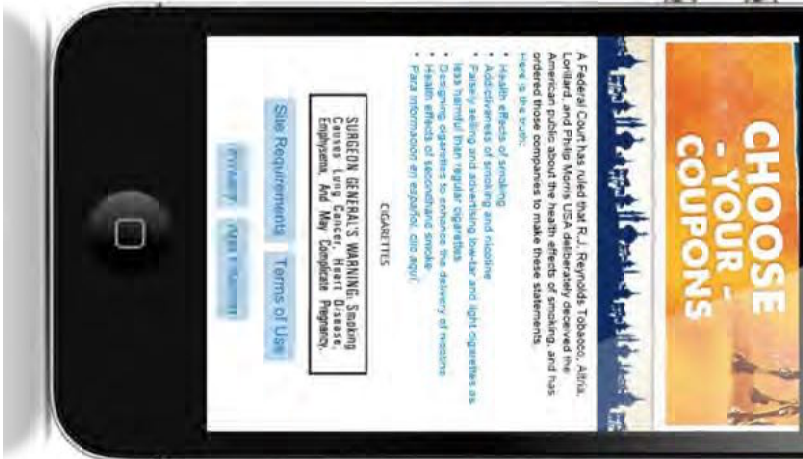
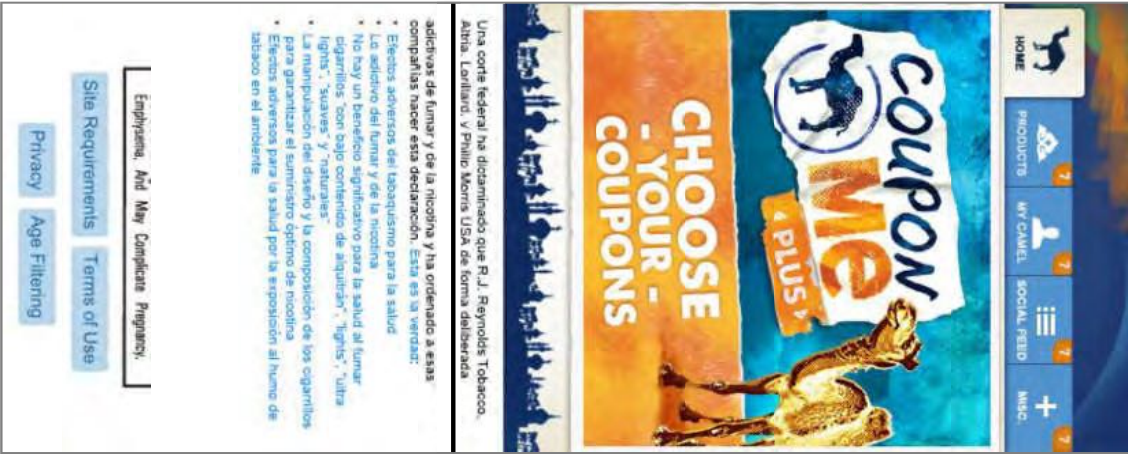
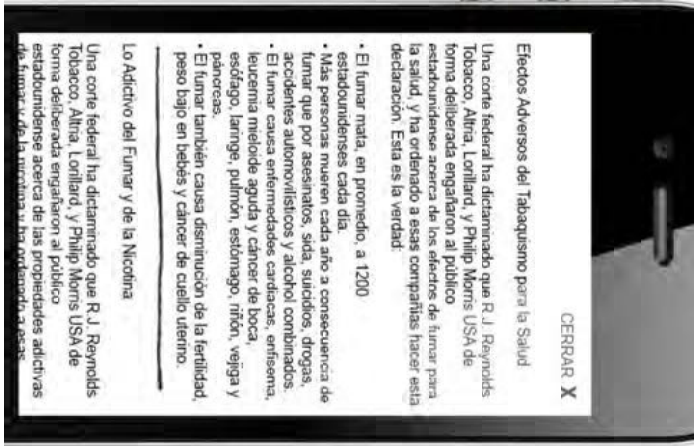


Exhibit F

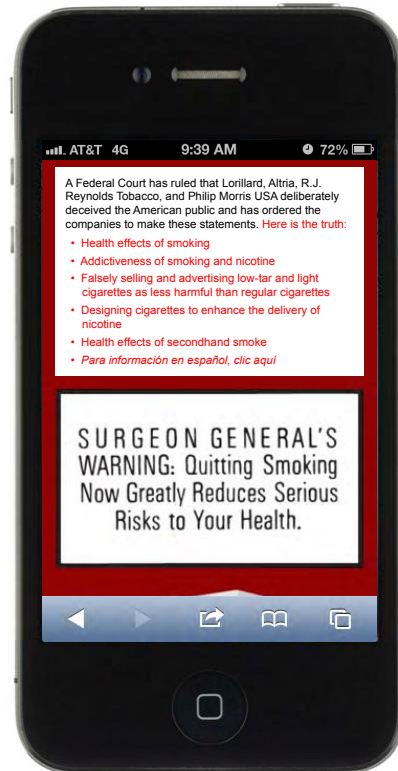
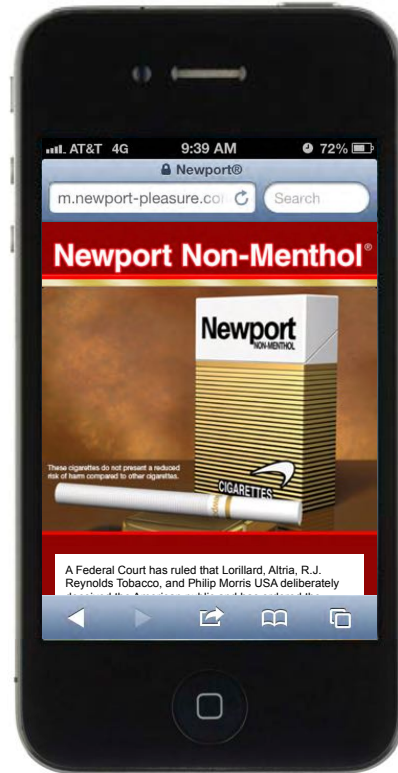
Website exemplars - Phase 1 - Mobile
Version - Not Responsive Design





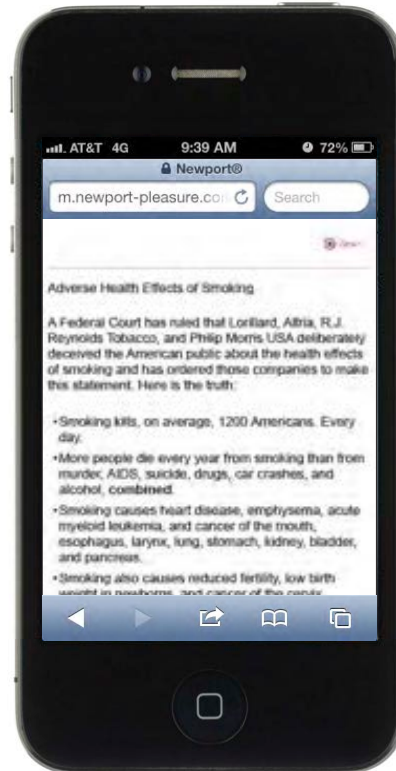
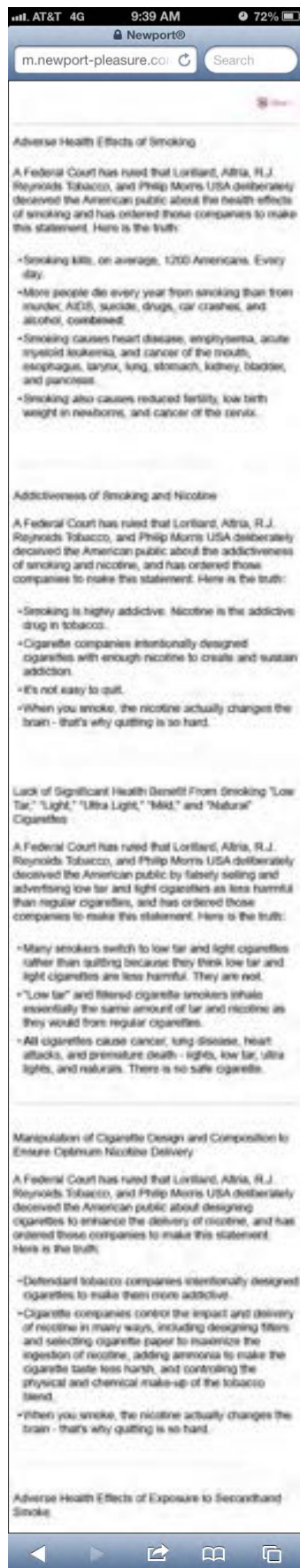
Newport Pleasure Mobile (Non-Menthol)

Phase 1 - Years one through five



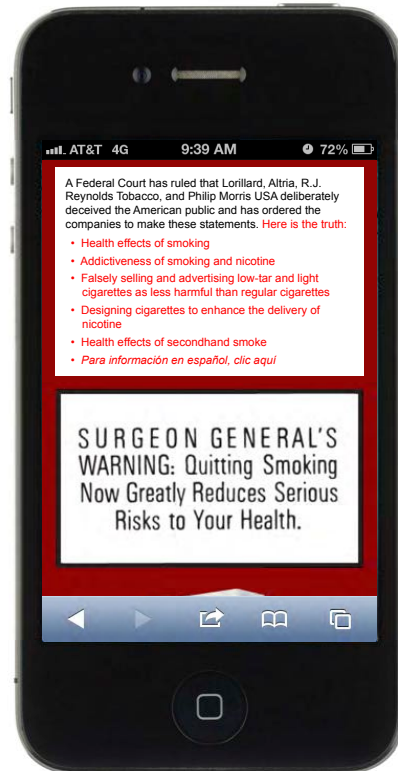
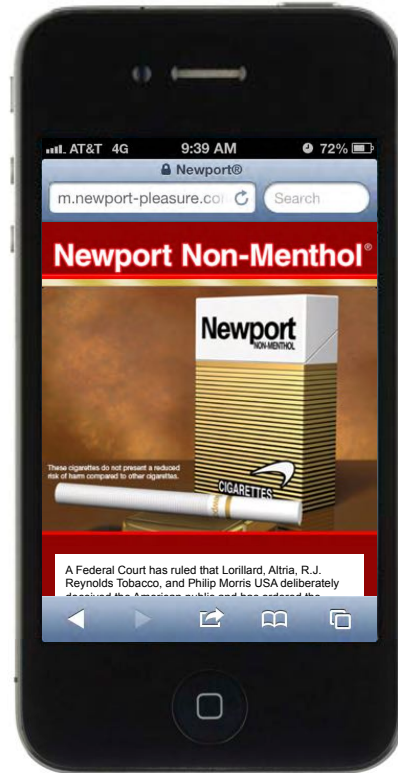
Newport Pleasure Mobile (Non-Menthol)

Phase 1 - Years one through five



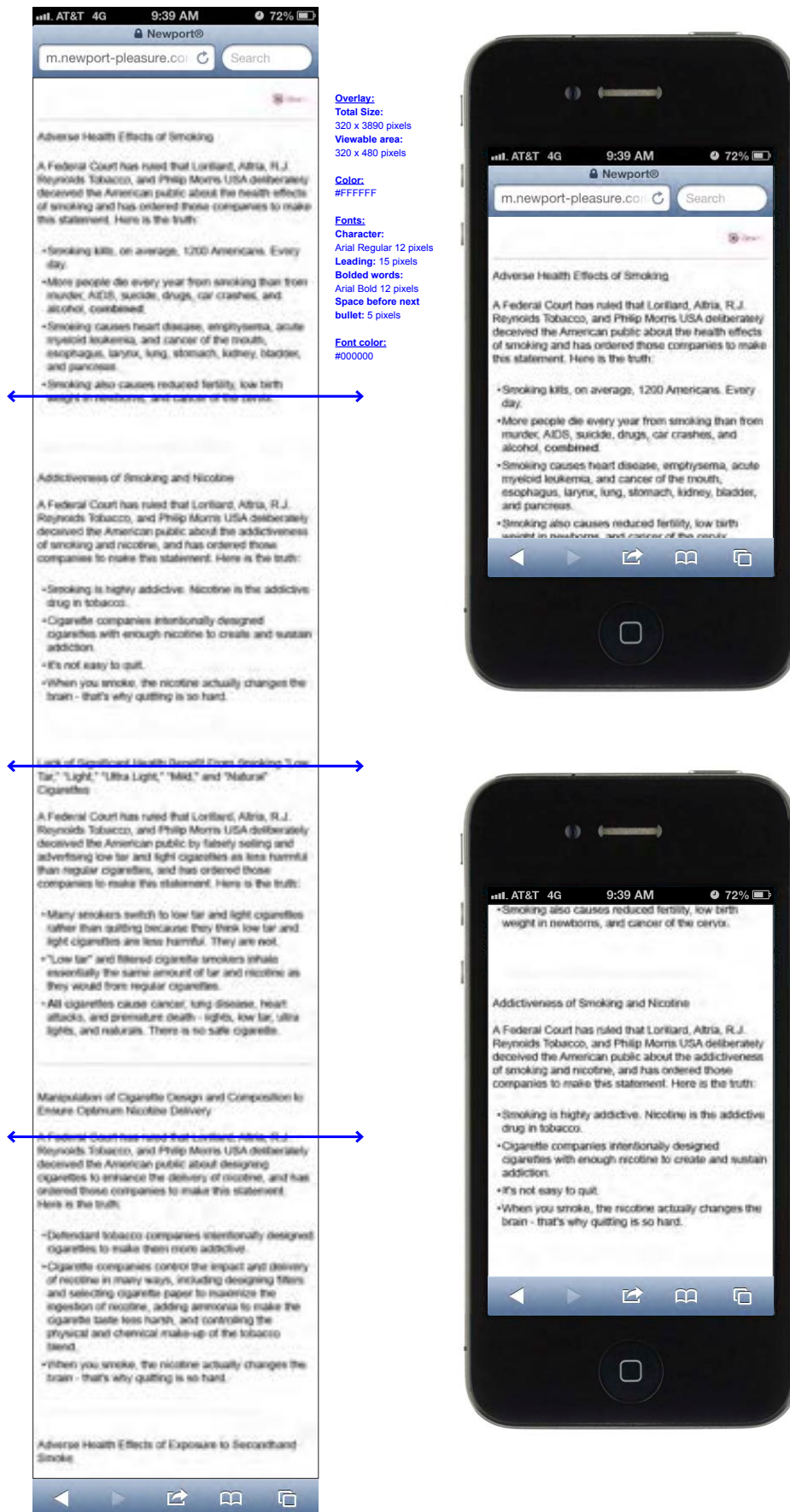
Newport Pleasure Mobile (Non-Menthol)

Phase 1 - Years one through five



Newport Pleasure Mobile (Non-Menthol)

Phase 1 - Years one through five



! ! ! ! !

Exhibit F

!

Website exemplars - Phase 1
Non-Mobile Version



Leading 3.5px

Leading 5px



Close

Adverse Health Effects of Smoking

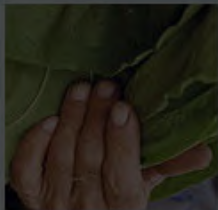
A Federal Court has ruled that Philip Morris USA, R.J. Reynolds Tobacco, Lorillard, and Altria deliberately deceived the American public about the health effects of smoking, and has ordered those companies to make this statement. Here is the truth:

- Smoking kills, on average, 1200 Americans. Every day.
- More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol. **combined.**
- Smoking causes heart disease, emphysema, acute myeloid leukemia, and cancer of the mouth, esophagus, larynx, lung, stomach, kidney, bladder, and pancreas.
- Smoking also causes reduced fertility, low birth weight in newborns, and cancer of the cervix.

Addictiveness of Smoking and Nicotine

A Federal Court has ruled that Philip Morris USA, R.J. Reynolds Tobacco, Lorillard, and Altria deliberately deceived the American public about the addictiveness of smoking and nicotine, and has ordered those companies to make this statement. Here is the truth:

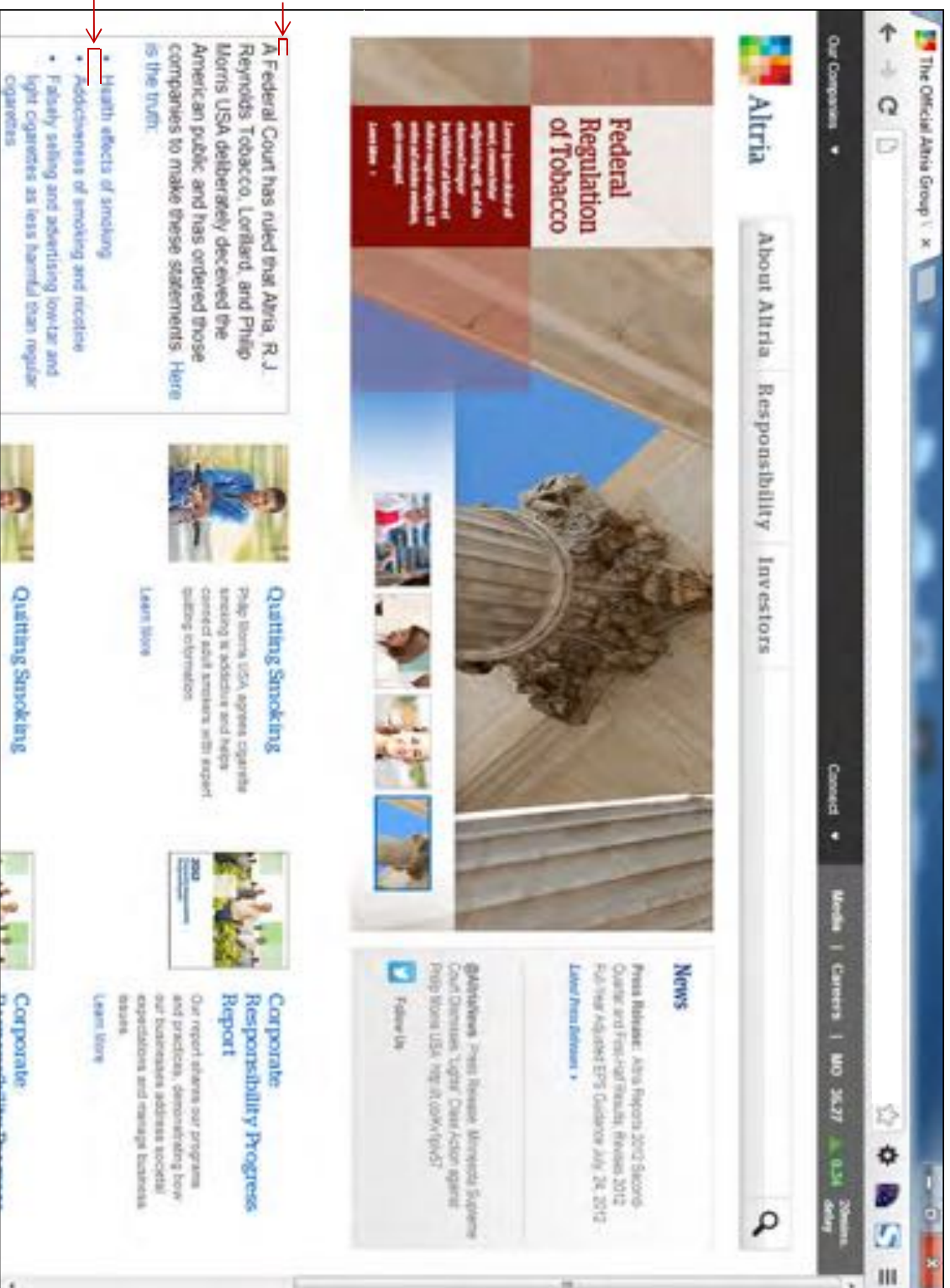
- Smoking is highly addictive. Nicotine is the addictive drug in tobacco.
- Cigarette companies intentionally designed cigarettes with enough nicotine to create and sustain addiction.
- It's not easy to quit.
- When you smoke, the nicotine actually changes the brain - that's why quitting is so hard.



Company Highlights

- Philip Morris USA Remains the World's Largest Cigarette Company
- Supreme Court Decision Upholds Federal Cigarette Tax
- Wisconsin Federal Court Decision Upholds "Lights" Certification
- West Virginia Jury Rejects Punitive Damages Trial

Phase 1 altria.com



Leading 3.5px →

Leading 5px →

Browser: Google Chrome
Monitor size: 17"
Resolution: 1024x768 px
Preamble text: Arial, Regular, 14.75 px
Bulleted list font: Arial, Regular, 12.5 px
Tracking = 0 px
Box size: 300 px by 318 px



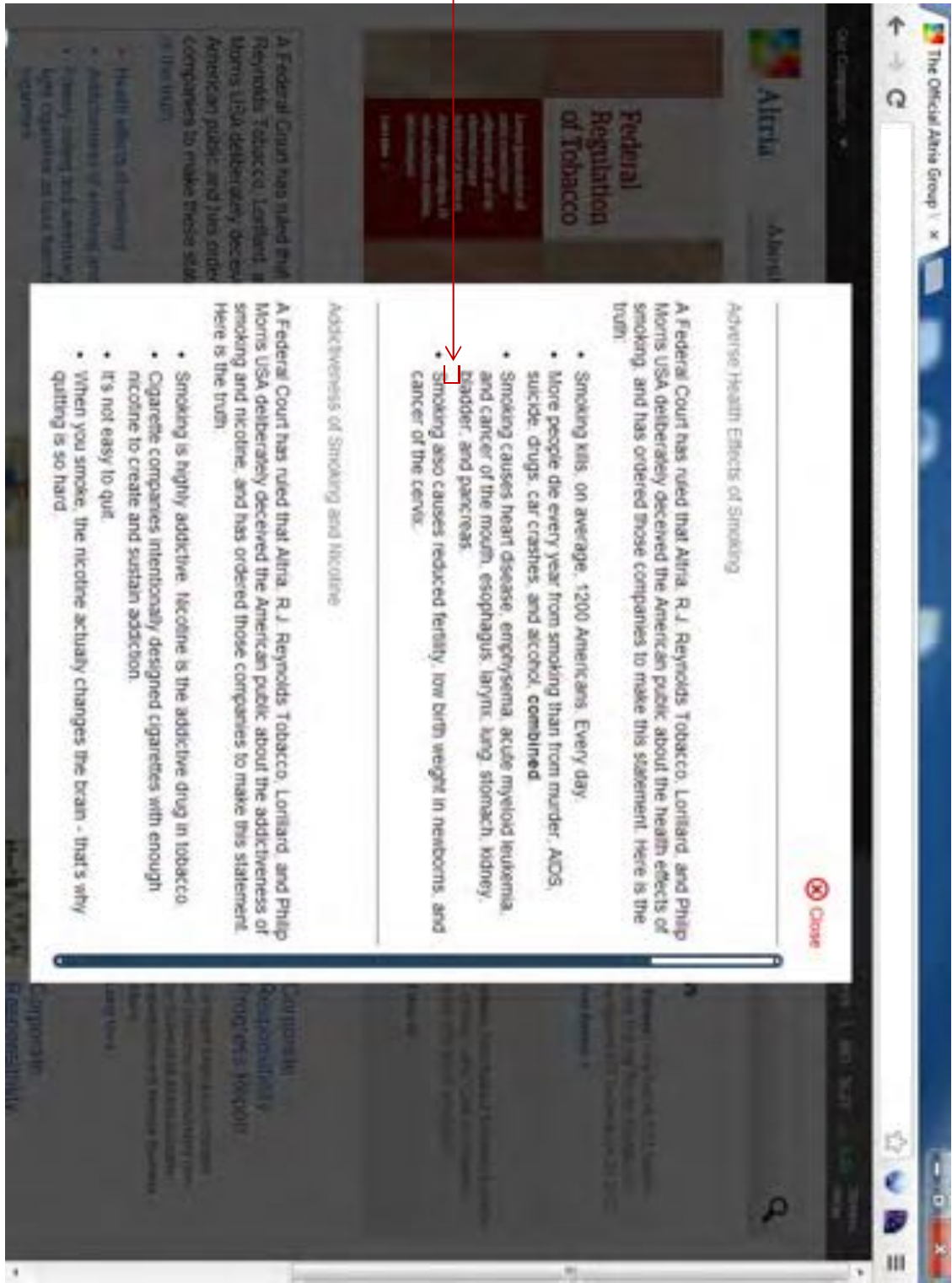
Leading 3.5px →

Leading 5px →

Fold line



Browser: Google Chrome
Monitor size: 17"
Resolution: 1024x768 px
Preamble text: Arial, Regular, 14.75 px
Bulleted list font: Arial, Regular, 12.5 px
Tracking = 0 px
Box size: 300 px by 318 px



Browser: Google Chrome
Monitor size: 17"
Resolution: 1024x768 px
Font: All text, Arial, Regular, 14 px
Tracking = 0 px
Box size: 560 px by 640 px

PHASE 1 – Home Page

new paragraph style:
11 pixel Arial Bold
with 16 pixel leading

fold line

assuming a 17" monitor with a
resolution of 1024 x 768 and a
setting of 72 dpi



[Customers](#)
[Contact Us](#)
[Site Map](#)

[Transforming Tobacco](#)
[Commercial Integrity](#)
[Tobacco Harm Reduction](#)
[Youth Tobacco Prevention](#)
[News](#)
[Careers](#)

Key Issues

Transforming Tobacco

What does transforming tobacco mean? It means helping to resolve some of the controversial issues related to the use of tobacco as we advance our commercial objectives. We can meet society's expectations for how a tobacco company should operate while growing our businesses. R.J. Reynolds Tobacco Company, like each of Reynolds American Inc.'s other operating companies, will play a leadership role in the industry in transforming tobacco.



A Federal Court has ruled that R.J. Reynolds Tobacco, Altria, Lorillard, and Philip Morris USA deliberately deceived the American public and has ordered those companies to make this statement. **Here is the truth:**

- » Health effects of smoking
- » Addictiveness of smoking and nicotine
- » Falsely selling and advertising low-tar and light cigarettes as less harmful than regular cigarettes
- » Designing cigarettes to enhance the delivery of nicotine
- » Health effects of secondhand smoke
- » Para información en español, clic aquí

News

March 13, 2013
Arbitration Panel reviews and enters settlement agreement in Master Settlement Agreement disputed payments case

[View News](#)

MARCH 2013
Arbitration Panel reviews and enters settlement agreement in Master Settlement Agreement disputed payments case

FEBRUARY 2013
R.J. Reynolds Tobacco Company announces redesigned website, Transformtobacco.com replaces NoCigTax.com

DECEMBER 2012
R.J. Reynolds Tobacco Company, other manufacturers reach agreement in principle on Master Settlement Agreement payment disputes with states

DECEMBER 2012
R.J. Reynolds Tobacco Company and Quaintance-Weaver Hotels end plans to convert historic Reynolds Building into hotel

More Key Issues

[Farm Labor Issues](#)
[Transforming Tobacco](#)

[Product Ingredients](#)
[Commercial Integrity](#)

[Responsible Marketing](#)
[Youth Tobacco Prevention](#)

Careers

Building the Right Team

At R.J. Reynolds Tobacco Company we emphasize finding innovative ways to operate within the framework of a principled approach to product development, manufacturing, marketing and selling. We offer a level of challenge, responsibility and creativity for motivated employees that stands apart from the crowd.

[View the Opportunities](#)



[Terms & Conditions](#)
[Privacy Policy](#)
[EEO/AA](#)
[Leaf](#)
[Suppliers](#)


559 px

208 px

PHASE 1

Full-Text Display

The screenshot shows the R.J. Reynolds website with various annotations. At the top, the R.J. Reynolds logo is on the left, and navigation links (Customers, Contact Us, Site Map, Search Site) are on the right. Below the logo, a horizontal menu lists: Transforming Tobacco, Commercial Integrity, Tobacco Harm Reduction, Youth Tobacco Prevention, News, and Careers.

The main content area features a large graphic with the text "Adverse Health Effects of Smoking". Below this, a section titled "Key Issues" includes the heading "Transforming Tobacco" and a paragraph about the company's commitment to social responsibility. To the right of this, a list of bullet points details the health effects of smoking, such as "Smoking kills, on average, 1200 Americans. Every day." and "Smoking causes heart disease, emphysema, acute myeloid leukemia, and cancer of the mouth, esophagus, larynx, lung, stomach, kidney, bladder, and pancreas."

Below the "Key Issues" section, there is a section titled "Addictiveness of Smoking and Nicotine" with a list of bullet points including "Addictiveness of smoking and nicotine" and "Falsely selling and advertising low-tar and light cigarettes as less harmful than regular cigarettes".


At the bottom of the main content area, there is a section titled "More Key Issues" with links to "Farm Labor Issues", "Product Ingredients", and "Responsible Marketing". To the right of this, there is a section titled "Careers" with the heading "Building the Right Team" and a paragraph about the company's commitment to finding innovative ways to operate within a principled approach to product development, manufacturing, marketing, and selling.

The footer of the website contains links to "Terms & Conditions", "Privacy Policy", "EEO/AA", "Leaf", and "Suppliers", along with the R.J. Reynolds logo.

Annotations on the left side of the screenshot include:

- 14 pixel Arial Regular with 16 pixel leading
- 390 px height x 572 px width
- fold line
- assuming a 17" monitor with a resolution of 1024 x 768 and a setting of 72 dpi
- 572 px x 2883 px


Lorillard Website - Phase 1 - Years one through five



[About Us](#)
[Brands](#)
[Investor Relations](#)
[Responsibility](#)
[Press Room](#)
[Contact Us](#)

Brand Feature

Newport Non-Menthol Gold
Coming in October 2013!



Investor Information

Lorillard, Inc. Common Stock
(NYSE: LO)

45.23

LO +0.40

[» Stock Details](#)

News

Lorillard Reports Second Quarter 2013 Results

Second quarter net sales increased 4.2% and adjusted EPS increased 11.0% versus last year, despite significant competitive activity in the quarter. Lorillard retail market share of cigarettes increased 0.6 share points to 14.9 from last year.

Lorillard Announces Increase in Stock Repurchase Program

Lorillard announced a \$500 million increase to its existing share repurchase program.

Lorillard 3-for-1 Stock Split Effective January 16, 2013

Lorillard's previously announced 3-for-1 stock split is effective January 16, 2013 - demonstrating the Board of Directors' continued confidence in the Company's brands and strategic direction.

Quick Links

[Support the Legal Sale of Menthol Cigarettes](#)
[Annual Report](#)
[Financial Reporting](#)

1 2 3 4


A Federal Court has ruled that Lorillard, Altria, R.J. Reynolds Tobacco, and Philip Morris USA deliberately deceived the American public and has ordered the companies to make these statements. [Here is the truth:](#)

- [Health effects of smoking](#)
- [Addictiveness of smoking and nicotine](#)
- [Falsely selling and advertising low-tar and light cigarettes as less harmful than regular cigarettes](#)
- [Designing cigarettes to enhance the delivery of nicotine](#)
- [Health effects of secondhand smoke](#)
- [Para información en español, clic aquí](#)

Company Overview


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Lorillard 2012 Annual Report



The resilience of Lorillard's market-leading brands and the unrivaled passion and commitment of its employees resulted in another year of record-setting results in 2012.

About Us

[At a Glance](#)
[Our History](#)
[Management](#)
[Ingredients](#)
[Legislation & Regulation](#)
[Careers](#)

Brands

[Newport](#)
[Maverick](#)
[More Lorillard Brands](#)

Investor Relations

[Financial Overview](#)
[Stock Information](#)
[News](#)
[Financial Reporting](#)
[Events & Presentations](#)
[Shareholder Services](#)
[Governance](#)
[Analyst Coverage](#)
[FAQs](#)
[Investor Contacts](#)

Responsibility

[Smoking and Health](#)
[Corporate Principles on Marketing, Promotion and Youth Smoking](#)
[Supply Chain Compliance](#)
[Youth Smoking Prevention](#)
[Understanding Menthol](#)
[Lorillard Documents](#)
[New Products](#)
[Regulatory Submissions](#)
[Political Contributions](#)
[Support the Legal Sale of Menthol Cigarettes](#)

Press Room


[News](#)
[Media Gallery](#)
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Contact Us

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Lorillard Website - Phase 1 - Years one through five



Brand Feature

Newport Non-Menthol Gold

Coming in October 2013!

Adverse Health Effects of Smoking

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Quick Links

- Support the Legal Sale of Menthol Cigarettes
- Annual Report
- Financial Reporting

For Information

Inc. Common Stock (LO)

23

Details

Reports Second Quarter Results

quarter net sales increased 4.2% stated EPS increased 11.0% versus despite significant competitive the quarter. Lorillard retail market cigarettes increased 0.6 share 14.9 from last year.

Announces Increase in Stock Repurchase Program

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About Us

- At a Glance
- Our History
- Management
- Ingredients
- Legislation & Regulation
- Careers

Brands

- Newport
- Maverick
- More Lorillard Brands

Investor Relations

- Financial Overview
- Stock Information
- News
- Financial Reporting
- Events & Presentations
- Shareholder Services
- Governance
- Analyst Coverage
- FAQs
- Investor Contacts

Responsibility

- Smoking and Health
- Corporate Principles on Marketing, Promotion and Youth Smoking
- Supply Chain Compliance
- Youth Smoking Prevention
- Understanding Menthol
- Lorillard Documents
- New Products
- Regulatory Submissions
- Political Contributions
- Support the Legal Sale of Menthol Cigarettes

Press Room

- News
- Media Gallery
- Press Contacts

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- Health effects of smoking
- Addictiveness of smoking and nicotine
- Falsely selling and advertising low-tar and light cigarettes as less harmful than regular cigarettes
- Designing cigarettes to enhance the delivery of nicotine
- Health effects of secondhand smoke
- *Para información en español, clic aquí*

premium cigarette brand, is the top selling menthol and second largest selling cigarette in the U.S. In addition to Newport, the Lorillard product line has four additional cigarette brand families marketed under the Kent, True, Maverick and Old Gold brand names. These five brands include 43 different product offerings which vary in price, taste, flavor, length and packaging. In April 2012, Lorillard acquired blu eCigs, the leading electronic cigarette company in the U.S. Lorillard maintains its headquarters and manufactures all of its cigarette products in Greensboro, North Carolina.


Lorillard Website - Phase 1 - Years one through five



[About Us](#)
[Brands](#)
[Investor Relations](#)
[Responsibility](#)
[Press Room](#)
[Contact Us](#)

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Quick Links

[Support the Legal Sale of Menthol Cigarettes](#)
[Annual Report](#)
[Financial Reporting](#)

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- *Para información en español, clic aquí*

Text box
Size: 375 x 250 pixels
Color: #F2FAFD

Fonts:
Character: Arial Regular 13 pixels
Leading: 14 pixels

Font colors:
Preamble: #000000
Links: #0191D7

Monitor size: 17 inch, 1024 x 768 pixels
Screen Resolution: 72 dpi

About Us

[At a Glance](#)
[Our History](#)
[Management](#)
[Ingredients](#)
[Legislation & Regulation](#)
[Careers](#)

Brands

[Newport](#)
[Maverick](#)
[More Lorillard Brands](#)

Investor Relations

[Financial Overview](#)
[Stock Information](#)
[News](#)
[Financial Reporting](#)
[Events & Presentations](#)
[Shareholder Services](#)
[Governance](#)
[Analyst Coverage](#)
[FAQs](#)
[Investor Contacts](#)

Responsibility

[Smoking and Health](#)
[Corporate Principles on Marketing, Promotion and Youth Smoking](#)
[Supply Chain Compliance](#)
[Youth Smoking Prevention](#)
[Understanding Menthol](#)
[Lorillard Documents](#)
[New Products](#)
[Regulatory Submissions](#)
[Political Contributions](#)
[Support the Legal Sale of Menthol Cigarettes](#)

Press Room

[News](#)
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[Legal Notice](#)

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Lorillard Website - Phase 1 - Years one through five

Lorillard

Brand Feature
Newport Non-Menthol
Coming in October

Overlay:
Total size: 560 x 3475 pixels
Viewable area: 560 x 575 pixels
Color: #FFFFFF

Fonts:
Character: Arial Regular 14 pixels
Leading: 16.8 pixels
Bolded words: Arial Bold 14 pixels
Space before next bullet: 5 pixels
Font color: #000000

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Quick Links

Support the Legal Sale of Menthol Cigarettes
Annual Report
Financial Reporting

About Us
At a Glance
Our History
Management
Ingredients
Legislation & Regulation
Careers

Brands
Newport
Maverick
More Lorillard Brands

Investor Relations
Financial Overview
Stock Information
News
Financial Reporting
Events & Presentations
Shareholder Services
Governance
Analyst Coverage
FAQs
Investor Contacts

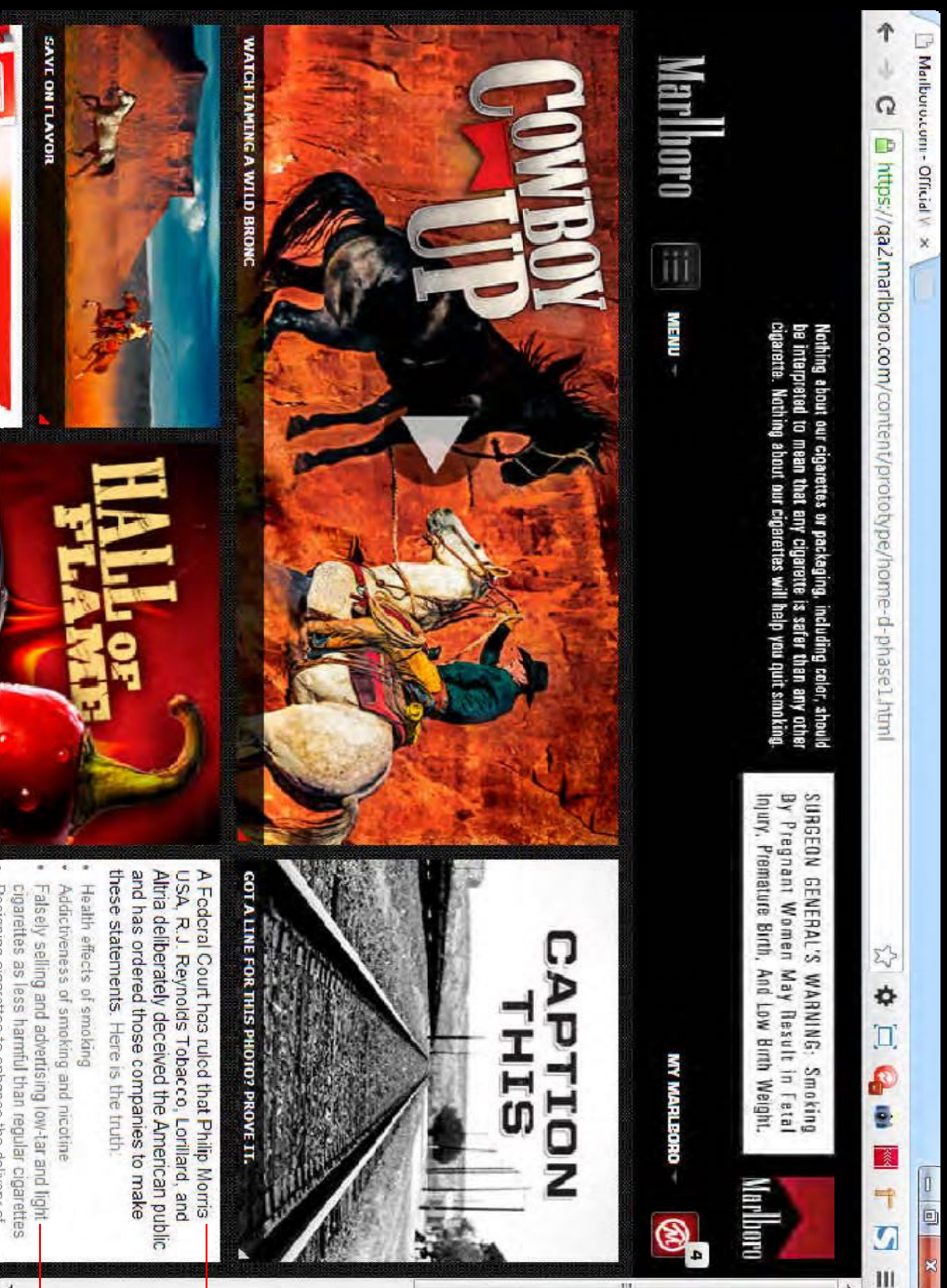
Responsibility
Smoking and Health
Corporate Principles on Marketing, Promotion and Youth Smoking
Supply Chain Compliance
Youth Smoking Prevention
Understanding Menthol
Lorillard Documents
New Products
Regulatory Submissions
Political Contributions
Support the Legal Sale of Menthol Cigarettes

Press Room
News
Media Gallery
Press Contacts

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Desktop

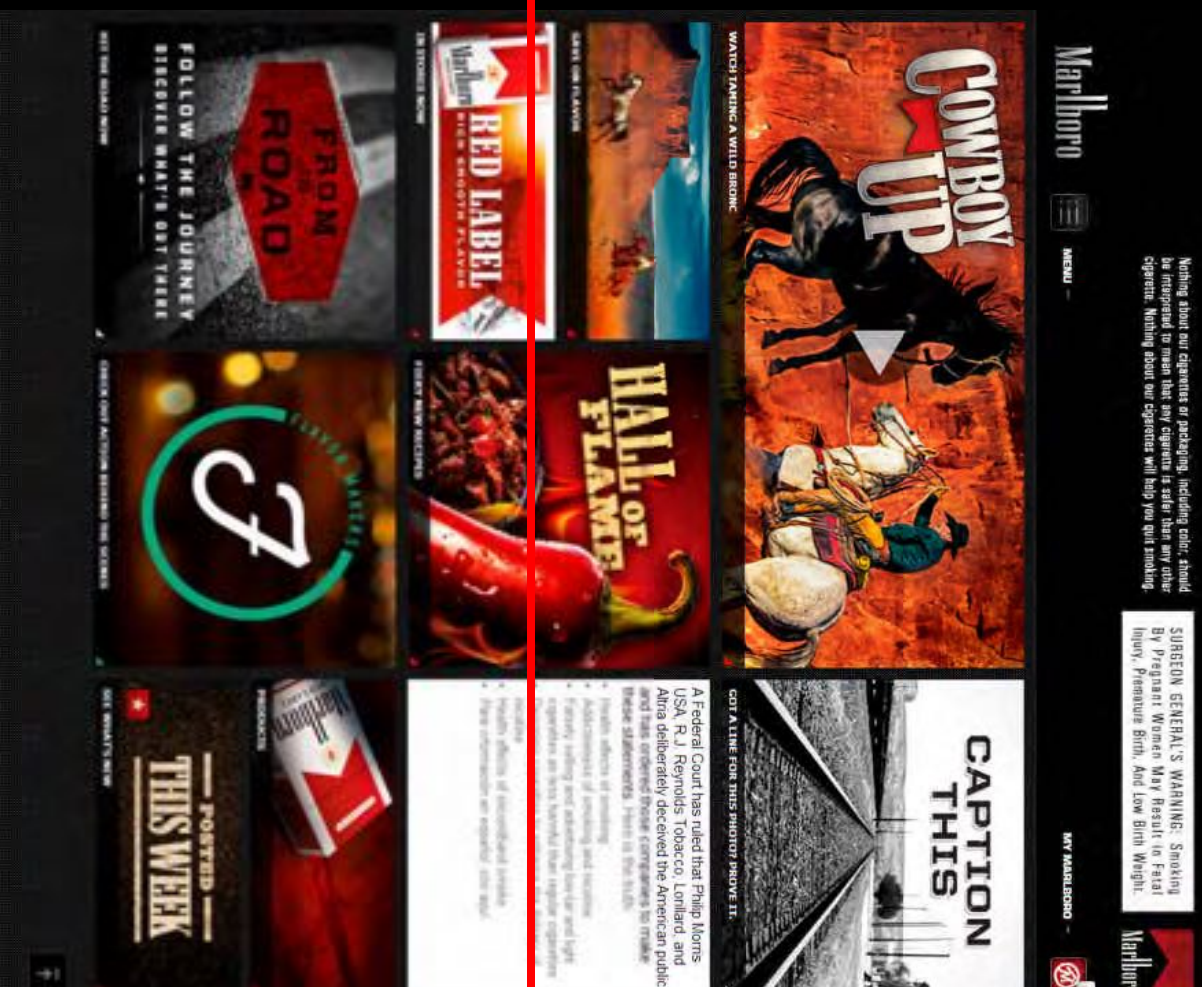


Arial 15px
Leading 17px
Tracking 0px

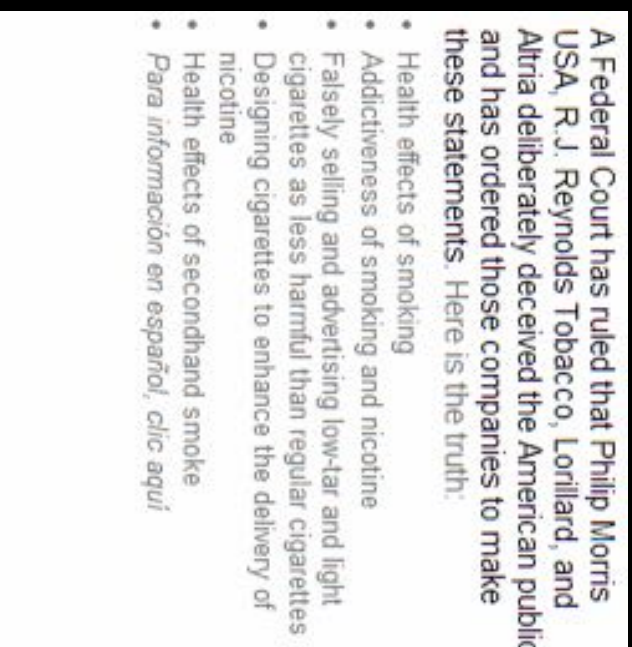
Arial 13px
Leading 17px
Tracking 0px

Monitor Size: 17"
Screen Resolution: 1024x768 (pixels)
Browser: Google Chrome

Desktop – Page Breaks



Desktop – Tile Dimensions

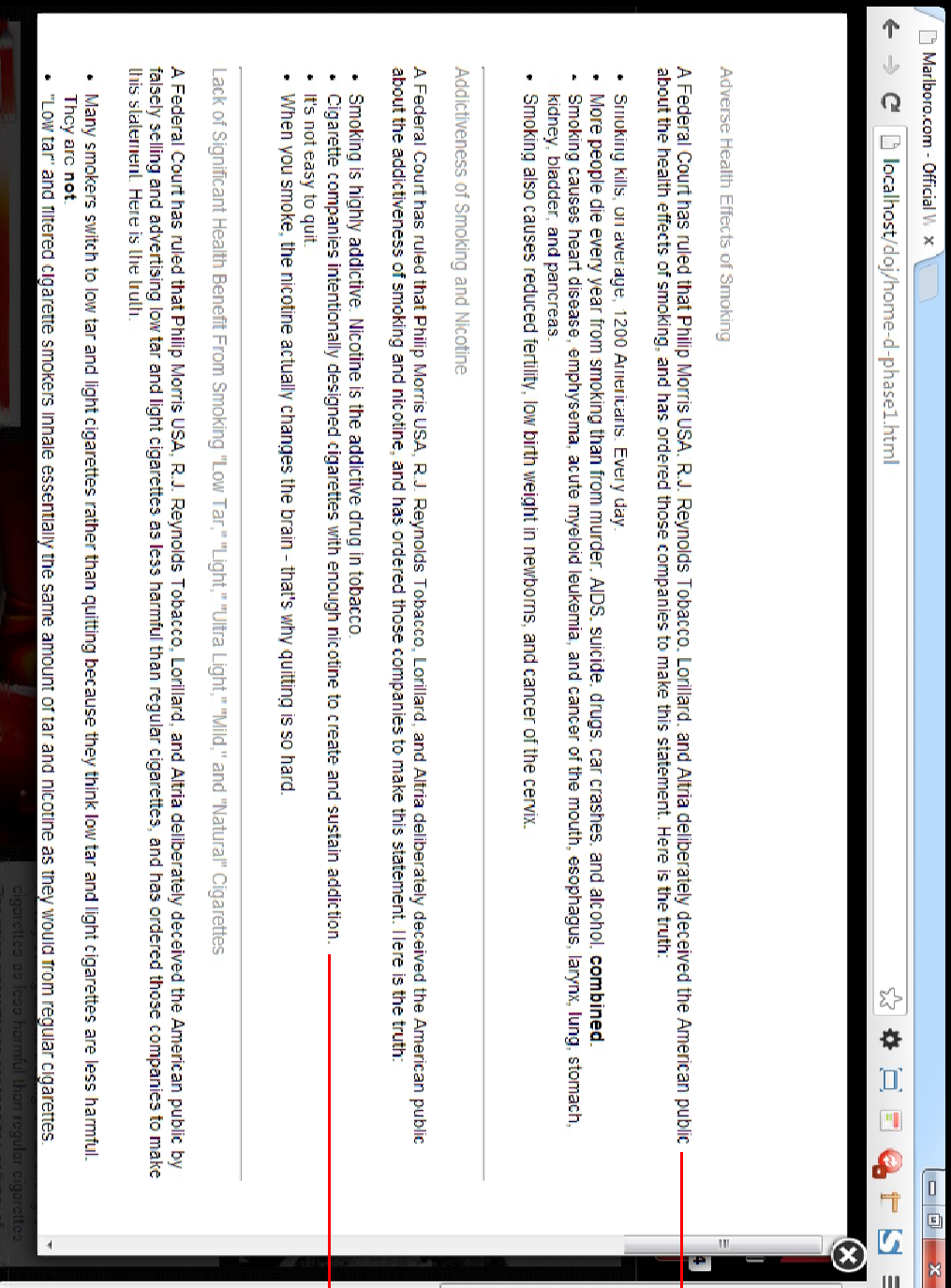


Tile Size:

315 x 295 (pixels)

“Here is the truth:” and bulleted text:
Color #787878

Desktop - Overlay

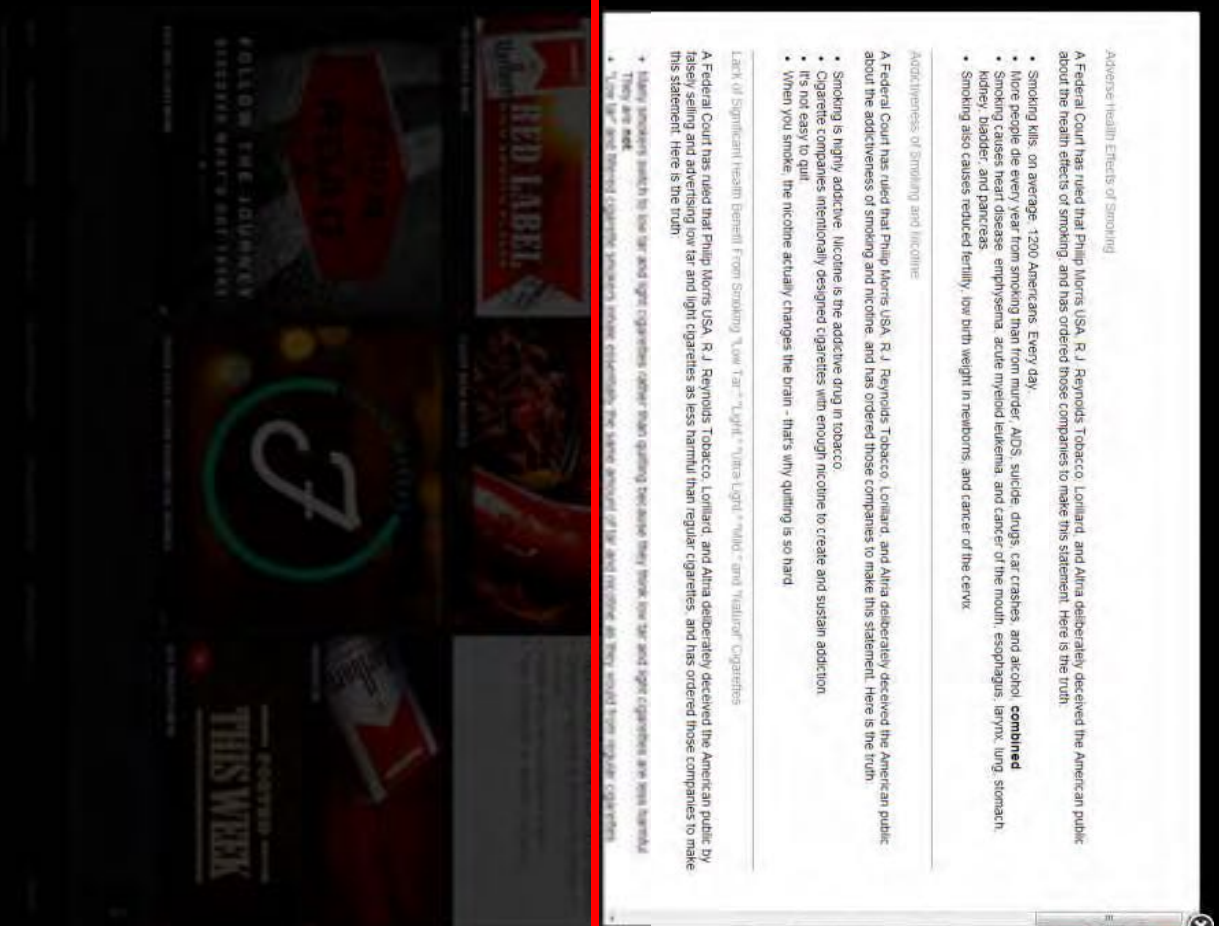


Arial 14px
Leading 17px
Tracking 0px

Arial 14px
Leading 17px
Tracking 0px

Overlay Window Size:
963x618 pixels

Desktop - Overlay



Adverse Health Effects of Smoking

A Federal Court has ruled that Philip Morris USA, R.J. Reynolds Tobacco, Lorillard, and Altria deliberately deceived the American public about the health effects of smoking, and has ordered those companies to make this statement. Here is the truth.

- Smoking kills, on average, 1,200 Americans. Every day.
- More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol **combined**.
- Smoking causes heart disease, emphysema, acute myeloid leukemia, and cancer of the mouth, esophagus, larynx, lung, stomach, kidney, bladder, and pancreas.
- Smoking also causes reduced fertility, low birth weight in newborns, and cancer of the cervix.

Addictiveness of Smoking and Nicotine

A Federal Court has ruled that Philip Morris USA, R.J. Reynolds Tobacco, Lorillard, and Altria deliberately deceived the American public about the addictiveness of smoking and nicotine, and has ordered those companies to make this statement. Here is the truth.

- Smoking is highly addictive. Nicotine is the addictive drug in tobacco.
- Cigarette companies intentionally designed cigarettes with enough nicotine to create and sustain addiction.
- It's not easy to quit.
- When you smoke, the nicotine actually changes the brain - that's why quitting is so hard.

Lack of Significant Health Benefit from Smoking "Low Tar," "Light," "Mild," and "Reduced" Cigarettes

A Federal Court has ruled that Philip Morris USA, R.J. Reynolds Tobacco, Lorillard, and Altria deliberately deceived the American public by falsely selling and advertising low tar and light cigarettes as less harmful than regular cigarettes, and has ordered those companies to make this statement. Here is the truth.

- Many smokers switch to low tar and light cigarettes rather than quitting, because they think low tar and light cigarettes are less harmful. They are not.
- Low tar and "light" cigarettes actually deliver the same amount of tar and nicotine as they would from regular cigarettes.

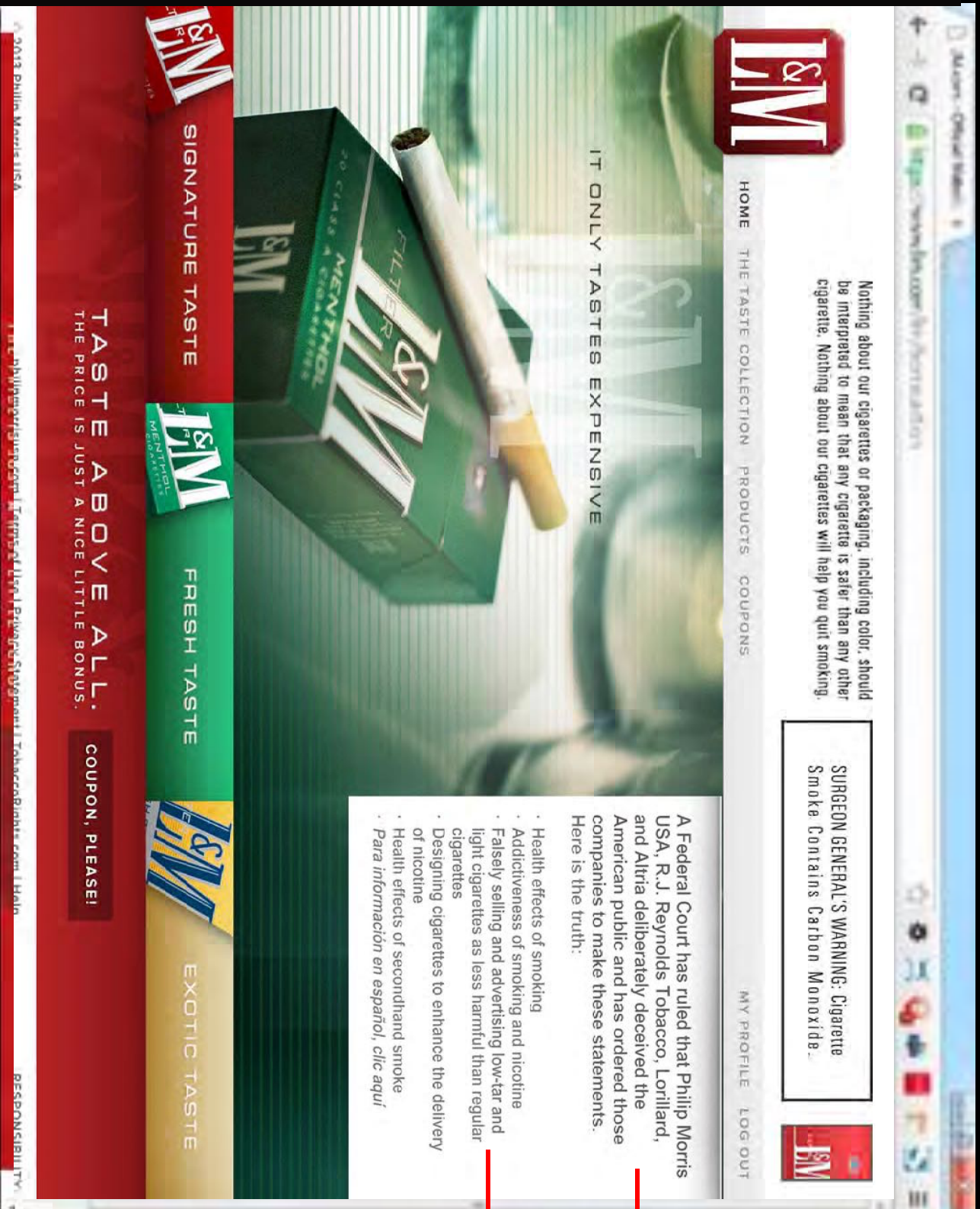


FOLLOW THE JOURNAL
OF THE AMERICAN
SOCIETY OF
SMOKERS



FOR THE
THIS WEEK

Desktop



Arial

15px

Leading

17px

Tracking

0px

Arial

13px

Leading

16px

Tracking

0px

Monitor Size: 17"

Screen Resolution: 1024x768 (pixels)

Browser: Google Chrome

Desktop – Page Break



HOME THE TASTE COLLECTION PRODUCTS COUPONS

MY PROFILE LOG OUT

Nothing about our cigarettes or packaging, including color, should be interpreted to mean that any cigarette is safer than any other cigarette. Nothing about our cigarettes will help you quit smoking.

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**



IT ONLY TASTES EXPENSIVE



A Federal Court has ruled that Philip Morris USA, R.J. Reynolds Tobacco, Lorillard, and Altria deliberately deceived the American public and has ordered those companies to make these statements. Here is the truth:

- Health effects of smoking
- Addictiveness of smoking and nicotine
- Falsely selling and advertising low-tar and light cigarettes as less harmful than regular cigarettes
- Designing cigarettes to enhance the delivery of nicotine
- Health effects of secondhand smoke
- *Para información en español, clic aquí*

SIGNATURE TASTE



FRESH TASTE



EXOTIC TASTE



TASTE ABOVE ALL.
THE PRICE IS JUST A NICE LITTLE BONUS.

COUPON, PLEASE!

© 2013 Philip Morris USA

THE Philip Morris USA Company | Terms of Use | Privacy Statement | Tobacco Related Links | Main

RESPONSIBILITY

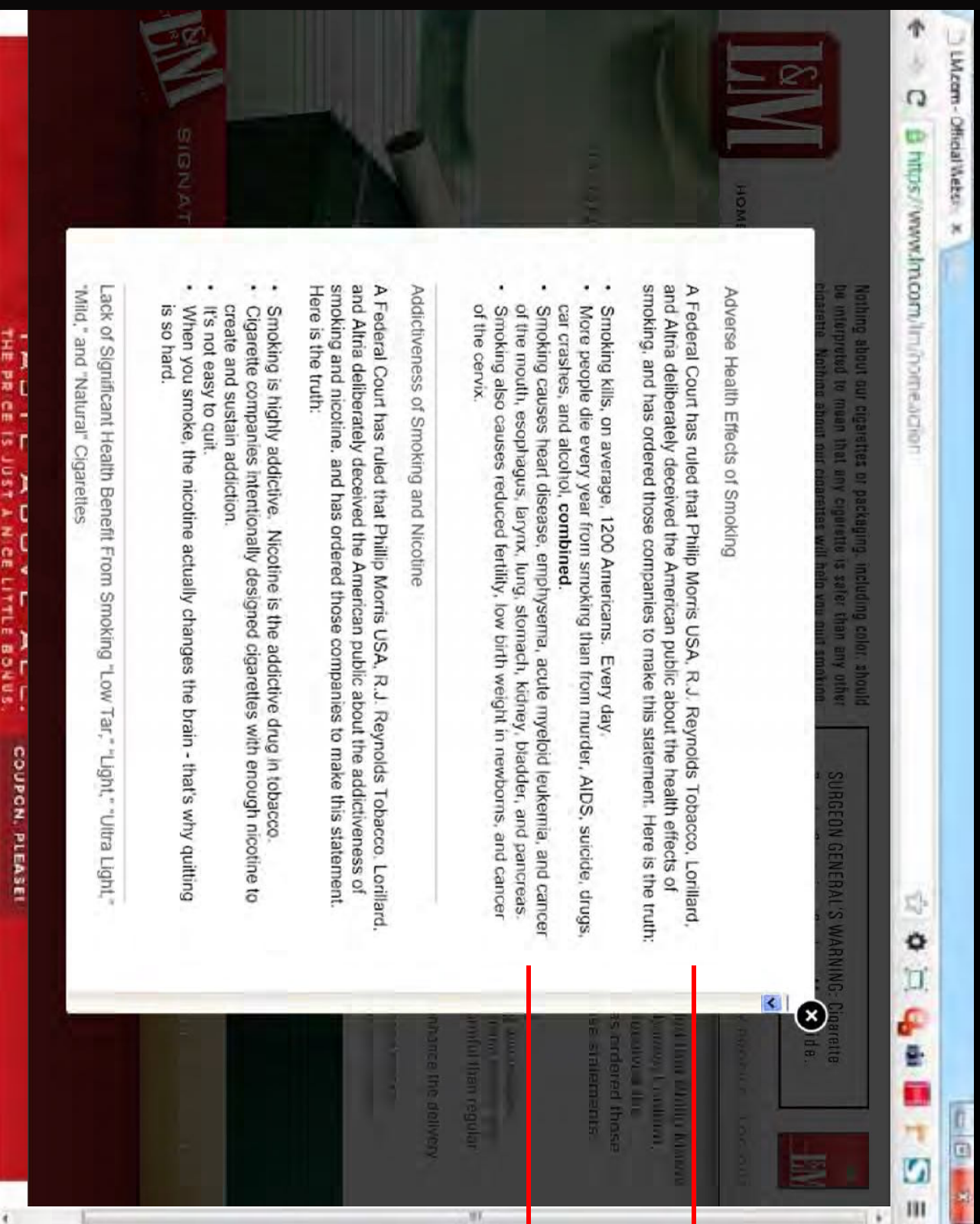
Desktop – Box Dimension

324x300 (pixels)

Color code: #787878

"Here is the truth:" and bullet points

Desktop – Overlay



Adverse Health Effects of Smoking

A Federal Court has ruled that Philip Morris USA, R.J. Reynolds Tobacco, Lorillard, and Altria deliberately deceived the American public about the health effects of smoking, and has ordered those companies to make this statement. Here is the truth:

- Smoking kills, on average, 1200 Americans. Every day.
- More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, **combined**.
- Smoking causes heart disease, emphysema, acute myeloid leukemia, and cancer of the mouth, esophagus, larynx, lung, stomach, kidney, bladder, and pancreas.
- Smoking also causes reduced fertility, low birth weight in newborns, and cancer of the cervix.

Addictiveness of Smoking and Nicotine

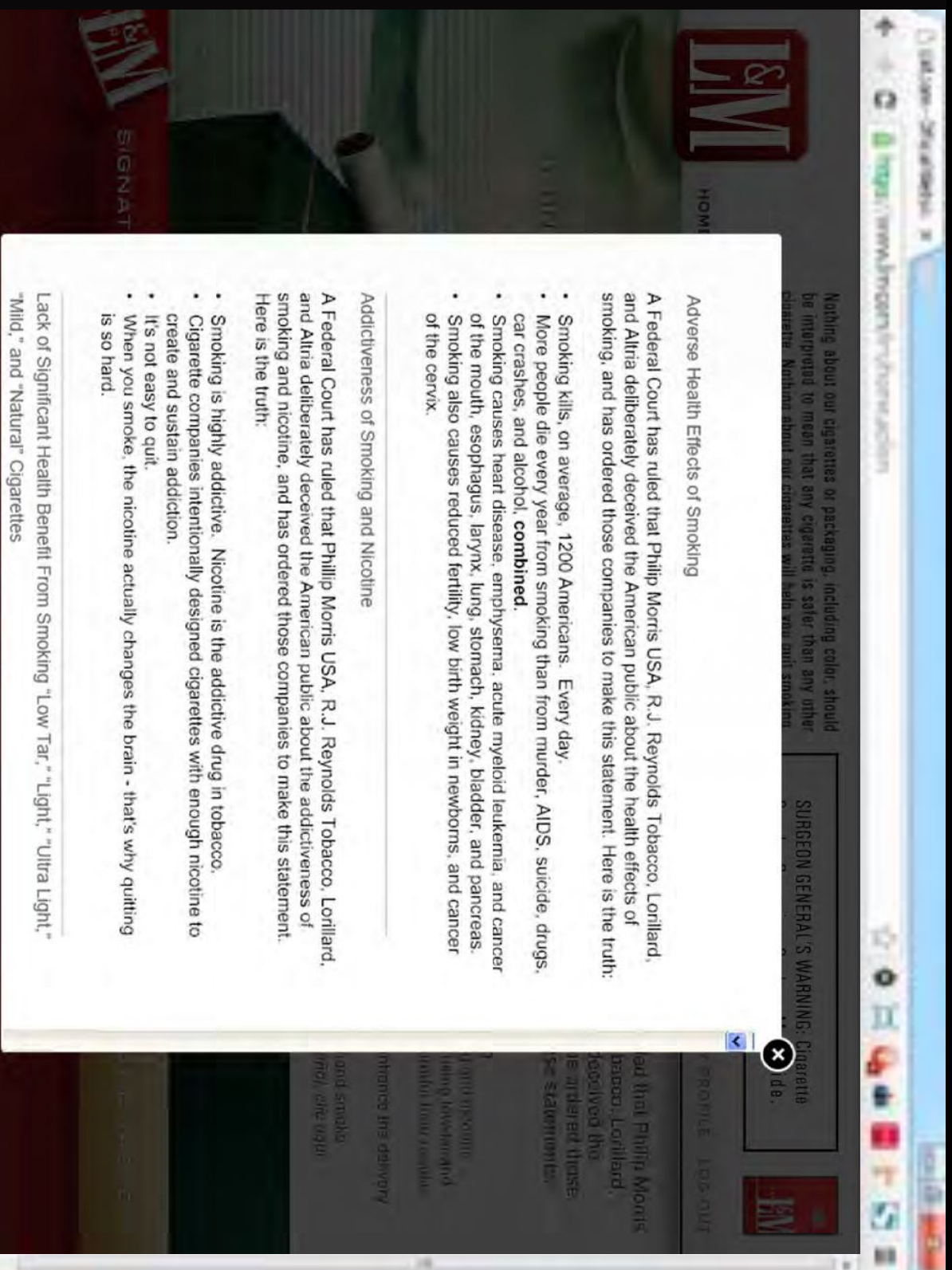
A Federal Court has ruled that Philip Morris USA, R.J. Reynolds Tobacco, Lorillard, and Altria deliberately deceived the American public about the addictiveness of smoking and nicotine, and has ordered those companies to make this statement. Here is the truth:

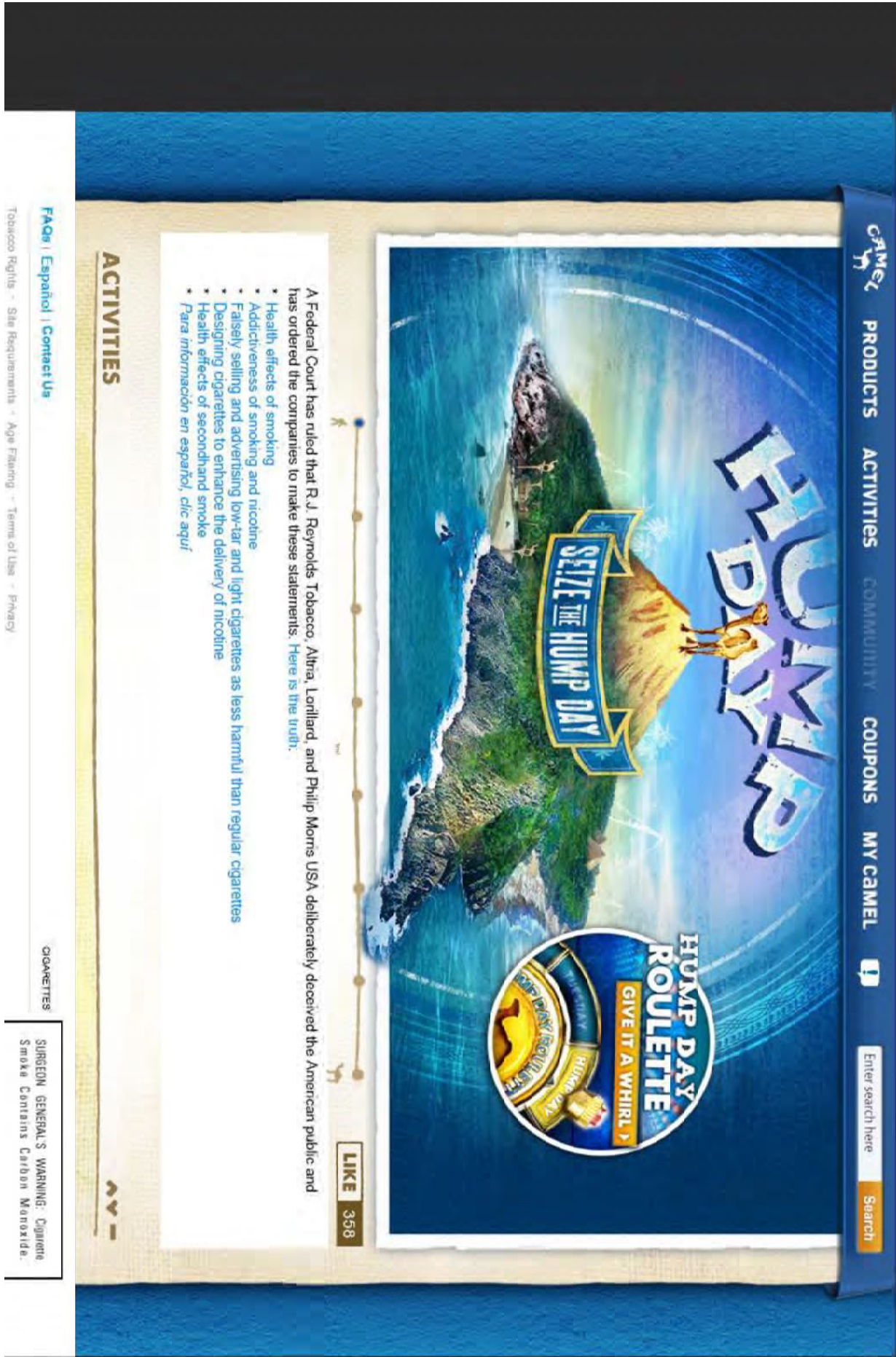
- Smoking is highly addictive. Nicotine is the addictive drug in tobacco.
- Cigarette companies intentionally designed cigarettes with enough nicotine to create and sustain addiction.
- It's not easy to quit.
- When you smoke, the nicotine actually changes the brain - that's why quitting is so hard.

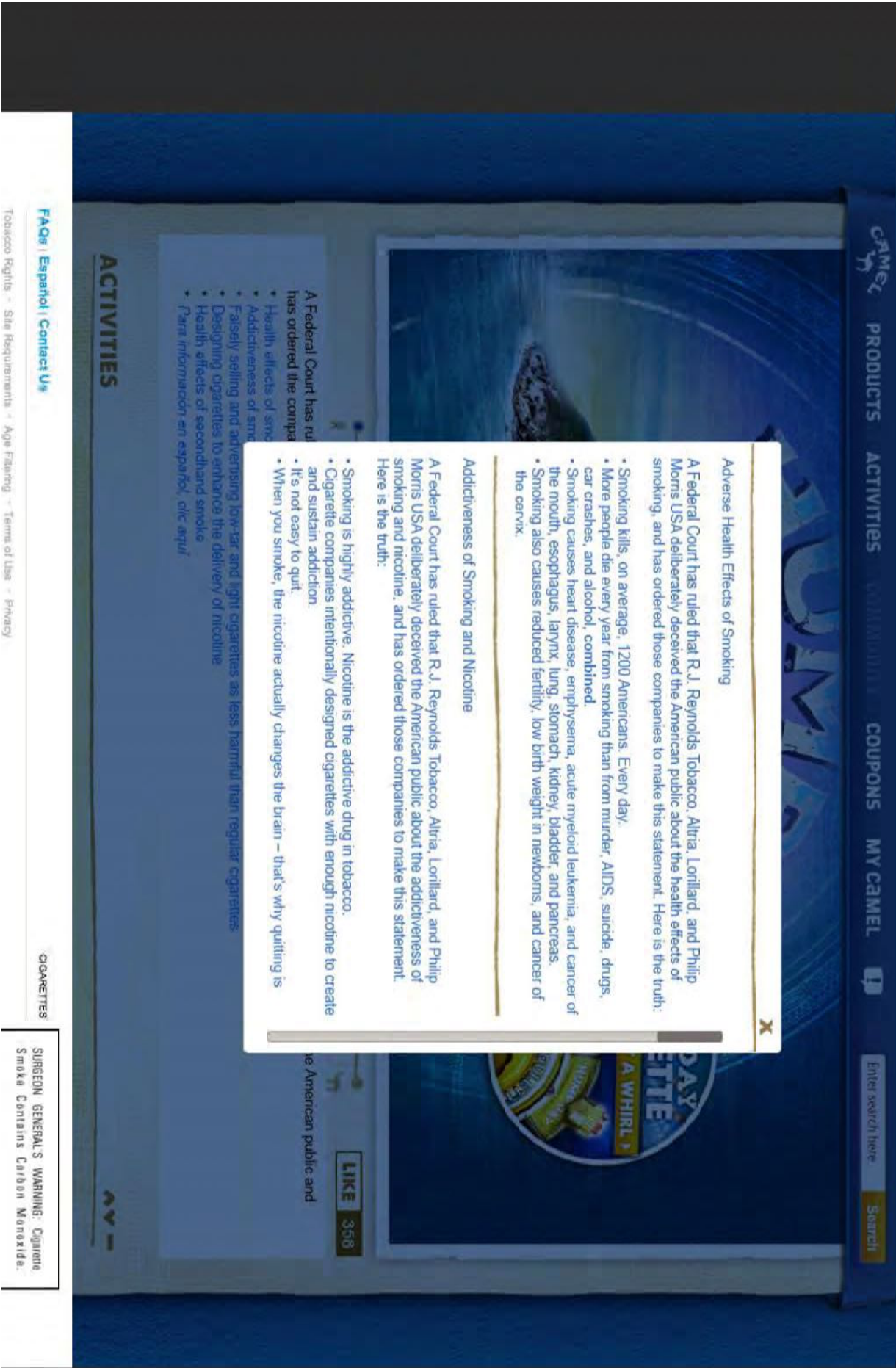
Lack of Significant Health Benefit From Smoking "Low Tar," "Light," "Ultra Light," "Mild," and "Natural" Cigarettes

Overlay Total Size:
629x600 (pixels)

Desktop – Page Break







Adverse Health Effects of Smoking

A Federal Court has ruled that R.J. Reynolds Tobacco, Altria, Lorillard, and Philip Morris USA deliberately deceived the American public about the health effects of smoking, and has ordered those companies to make this statement. Here is the truth:

- Smoking kills, on average, 1200 Americans. Every day.
- More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, combined.
- Smoking causes heart disease, emphysema, acute myeloid leukemia, and cancer of the mouth, esophagus, larynx, lung, stomach, kidney, bladder, and pancreas.
- Smoking also causes reduced fertility, low birth weight in newborns, and cancer of the cervix.

Addictiveness of Smoking and Nicotine

A Federal Court has ruled that R.J. Reynolds Tobacco, Altria, Lorillard, and Philip Morris USA deliberately deceived the American public about the addictiveness of smoking and nicotine, and has ordered those companies to make this statement. Here is the truth:

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- Cigarette companies intentionally designed cigarettes with enough nicotine to create and sustain addiction.
- It's not easy to quit.
- When you smoke, the nicotine actually changes the brain – that's why quitting is

- A Federal Court has ruled that R.J. Reynolds Tobacco, Altria, Lorillard, and Philip Morris USA deliberately deceived the American public about the addictiveness of smoking and nicotine, and has ordered those companies to make this statement.
- Health effects of smoking
- Addictiveness of smoke
- Falsely selling and advertising low-tar and light cigarettes as less harmful than regular cigarettes
- Designing cigarettes to enhance the delivery of nicotine
- Health effects of secondhand smoke
- Para información en español, clic aquí

ACTIVITIES

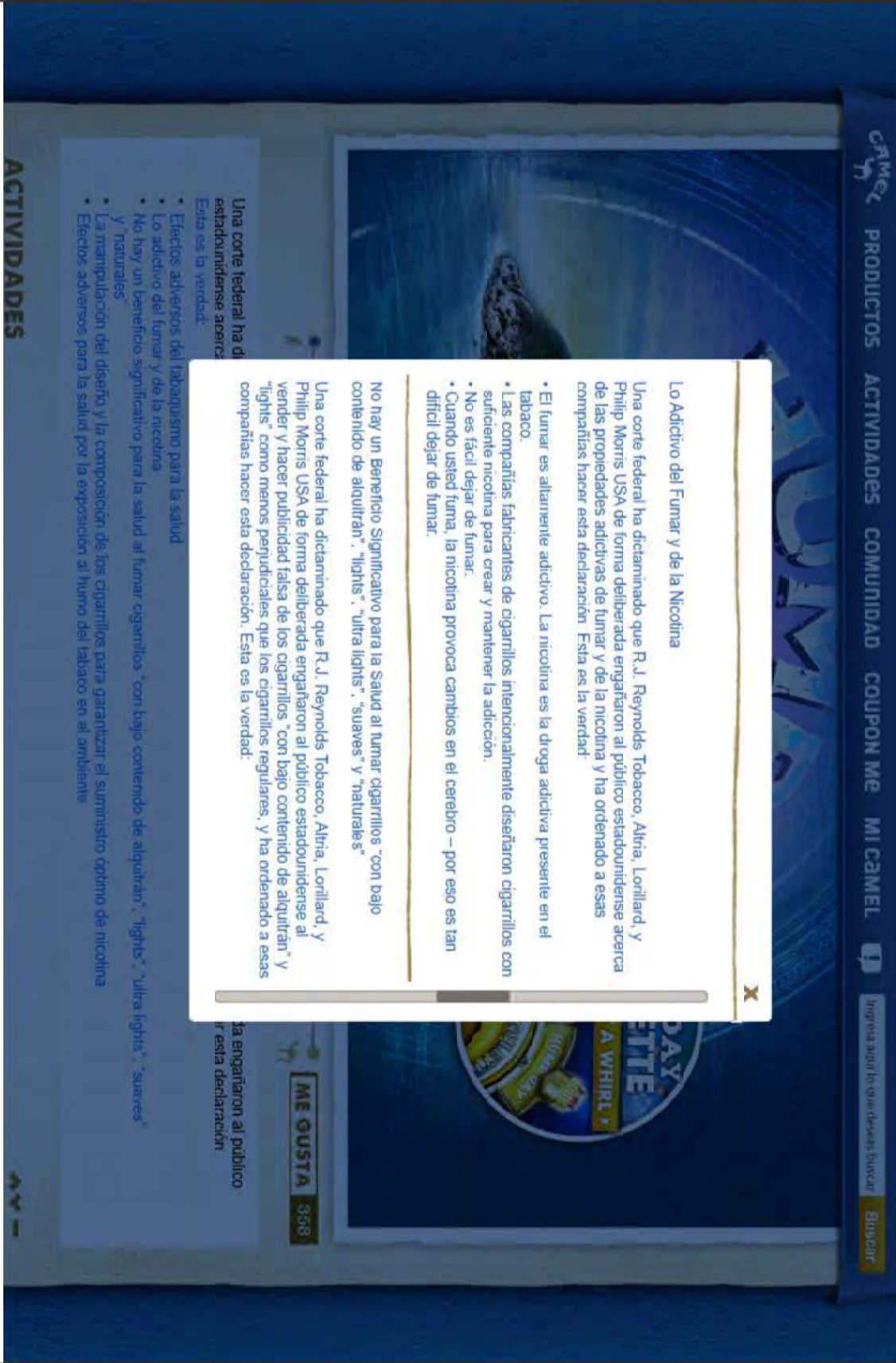
FAQs | Español | Contact Us

Tobacco Rights - Site Requirements - Age Filtering - Terms of Use - Privacy

CIGARETTES

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.





Lo Adictivo del Fumar y de la Nicotina

Una corte federal ha dictaminado que R.J. Reynolds Tobacco, Altria, Lorillard, y Philip Morris USA de forma deliberada engañaron al público estadounidense acerca de las propiedades adictivas de fumar y de la nicotina y ha ordenado a esas compañías hacer esta declaración. Esta es la verdad.

- El fumar es altamente adictivo. La nicotina es la droga adictiva presente en el tabaco.
- Las compañías fabricantes de cigarrillos intencionalmente diseñaron cigarrillos con suficiente nicotina para crear y mantener la adicción.
- No es fácil dejar de fumar.
- Cuando usted fuma, la nicotina provoca cambios en el cerebro – por eso es tan difícil dejar de fumar.

No hay un Beneficio Significativo para la Salud al fumar cigarrillos "con bajo contenido de alquitrán", "lights", "ultra lights", "suaves" y "naturales"

Una corte federal ha dictaminado que R.J. Reynolds Tobacco, Altria, Lorillard, y Philip Morris USA de forma deliberada engañaron al público estadounidense al vender y hacer publicidad falsa de los cigarrillos "con bajo contenido de alquitrán" y "lights" como menos perjudiciales que los cigarrillos regulares, y ha ordenado a esas compañías hacer esta declaración. Esta es la verdad.

Una corte federal ha dictaminado que R.J. Reynolds Tobacco, Altria, Lorillard, y Philip Morris USA de forma deliberada engañaron al público estadounidense acerca de las propiedades adictivas de fumar y de la nicotina y ha ordenado a esas compañías hacer esta declaración. Esta es la verdad.

- Efectos adversos del tabaquismo para la salud
- Lo adictivo del fumar y de la nicotina
- No hay un beneficio significativo para la salud al fumar cigarrillos "con bajo contenido de alquitrán", "lights", "ultra lights", "suaves" y "naturales"
- La manipulación del diseño y la composición de los cigarrillos para garantizar el suministro óptimo de nicotina
- Efectos adversos para la salud por la exposición al humo del tabaco en el ambiente

ACTIVIDADES

FAQs | Español | Contact Us

Tobacco Rights - Site Requirements - Age Filtering - Terms of Use - Privacy

CIGARETTES

SURGEON GENERAL'S WARNING: Quitting Now Greatly Reduces Serious Risks to Your Smoking.
Smoke Contains Carbon Monoxide.



Viewing assumption of 17" monitor with a resolution of 1024 pixels x 768 pixels and a setting of 72 dpi.

Home Page font name: Arial
Home Page font size: 14px


Home Page font leading: 15px
Home Page font style: Regular

Home Page white box area: 777px x 123px

Full Text Display font name for regular and bolded text: Arial
Full Text Display font size for regular and bolded text: 14px

Full Text Display: 550px x 680px
Full Text Display complete scrolling area: 550px x 2693px


Newport Pleasure Website (Menthol) - Phase 1 - Years one through five



SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

PRODUCT FAQ PRIVACY POLICY HELP


HOME ABOUT YOU OUR WORLD NEWPORT PLEASURE PLAY® SWEEPS



WHEEL OF pleasure™
sweeps ends 10/11/13

ENTER For your chance at a 2014 Ford Mustang!


Ford Motor Company is not a licensed participant in affiliated with the promotion.



Newport SMOOTH SELECT


A Federal Court has ruled that Lorillard, Altria, R.J. Reynolds Tobacco, and Philip Morris USA deliberately deceived the American public and has ordered the companies to make these statements. [Here is the truth:](#)

- Health effects of smoking
- Addictiveness of smoking and nicotine
- Falsely selling and advertising low-tar and light cigarettes as less harmful than regular cigarettes
- Designing cigarettes to enhance the delivery of nicotine
- Health effects of secondhand smoke
- *Para información en español, clic aquí*




LORILLARD DOCUMENTS

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Update your mailing address!



Newport Pleasure Play

Don't let FDA ban menthol cigarettes

Newport®, pleasure® (logo), Newport Pleasure!® (logo), Newport Pleasure Payday®, Newport Pleasure Draw®, Newport Wheel of Pleasure™, The World of Newport Pleasure®, spinnaker design, package design and other trade dress elements are trademarks of Lorillard Licensing Company LLC.

Newport Pleasure Website (Menthol) - Phase 1 - Years one through five

Adverse Health Effects of Smoking


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Addictiveness of Smoking and Nicotine

A Federal Court has ruled that Lorillard, Altria, R.J. Reynolds Tobacco, and Philip Morris USA deliberately deceived the American public about the addictiveness of smoking and nicotine, and has ordered those companies to make this statement. Here is the truth:

- Smoking is highly addictive. Nicotine is the addictive drug in tobacco.
- Cigarette companies intentionally designed cigarettes with enough nicotine to create and sustain addiction.


**Update your
mailing
address!**

Newport
Pleasure
Play

Don't let FDA ban menthol cigarettes

Newport®, pleasure® (logo), Newport Pleasure® (logo), Newport Pleasure Payday®, Newport Pleasure Draw®, Newport Wheel of Pleasure™, The World of Newport Pleasure®, spinnaker design, package design and other trade dress elements are trademarks of Lorillard Licensing Company LLC.

Newport Pleasure Website (Menthol) - Phase 1 - Years one through five



SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

PRODUCT FAQ PRIVACY POLICY HELP

HOME ABOUT YOU OUR WORLD NEWPORT PLEASURE PLAY® SWEEPS



sweeps ends 10/11/13

ENTER For your chance at a 2014 Ford Mustang!

Ford Motor Company is not a licensed participant in affiliated with the promotion.



Newport SMOOTH SELECT

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- Health effects of smoking
- Addictiveness of smoking and nicotine
- Falsely selling and advertising low-tar and light cigarettes as less harmful than regular cigarettes
- Designing cigarettes to enhance the delivery of nicotine
- Health effects of secondhand smoke
- *Para información en español, clic aquí*

LORILLARD DOCUMENTS

© 2013 Lorillard

Update your mailing address!



Don't let FDA ban menthol cigarettes

Newport®, pleasure® (logo), Newport Pleasure!® (logo), Newport Pleasure Payday®, Newport Pleasure Draw®, Newport Wheel of Pleasure™, The World of Newport Pleasure®, spinnaker design, package design and other trade dress elements are trademarks of Lorillard Licensing Company LLC.

Text box:
Size: 375 x 240 px
Color: #007E36

Fonts:
Character: Arial
Regular 11 pixels
Leading: 13.2 pixels

Font colors:
Preamble: #FFFFFF
Links: #FFFF00

Monitor size:
17 inch,
1024 x 768 pixels
Screen Resolution:
72 dpi

Fold line

Newport Pleasure Website (Menthol) - Phase 1 - Years one through five

Overlay:
Total size:
560 x 3475 pixels
Viewable area:
560 x 575 pixels
Color: #FFFFFF

Fonts:
Character:
Arial Regular 14 pixels
Leading: 16.8 pixels
Bolded words:
Arial Bold 14 pixels
Space before next bullet:
5 pixels

Font color:
#000000
truth:
• Health ef
• Addictive
• Falsely s
harmful
• Designin
• Health ef
• Para info

Adverse Health Effects of Smoking

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Addictiveness of Smoking and Nicotine

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- Smoking is highly addictive. Nicotine is the addictive drug in tobacco.
- Cigarette companies intentionally designed cigarettes with enough nicotine to create and sustain addiction.

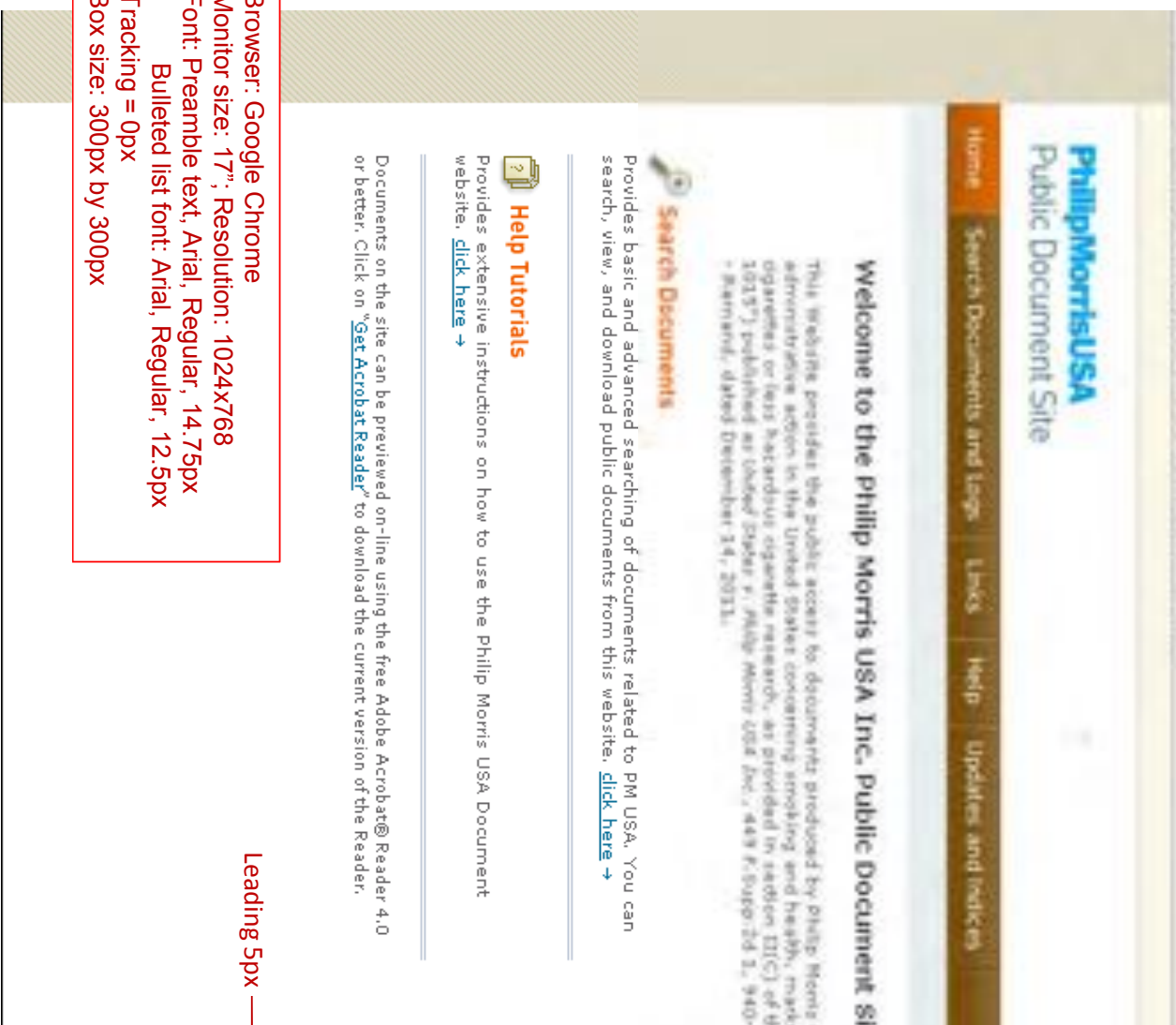
Fold line

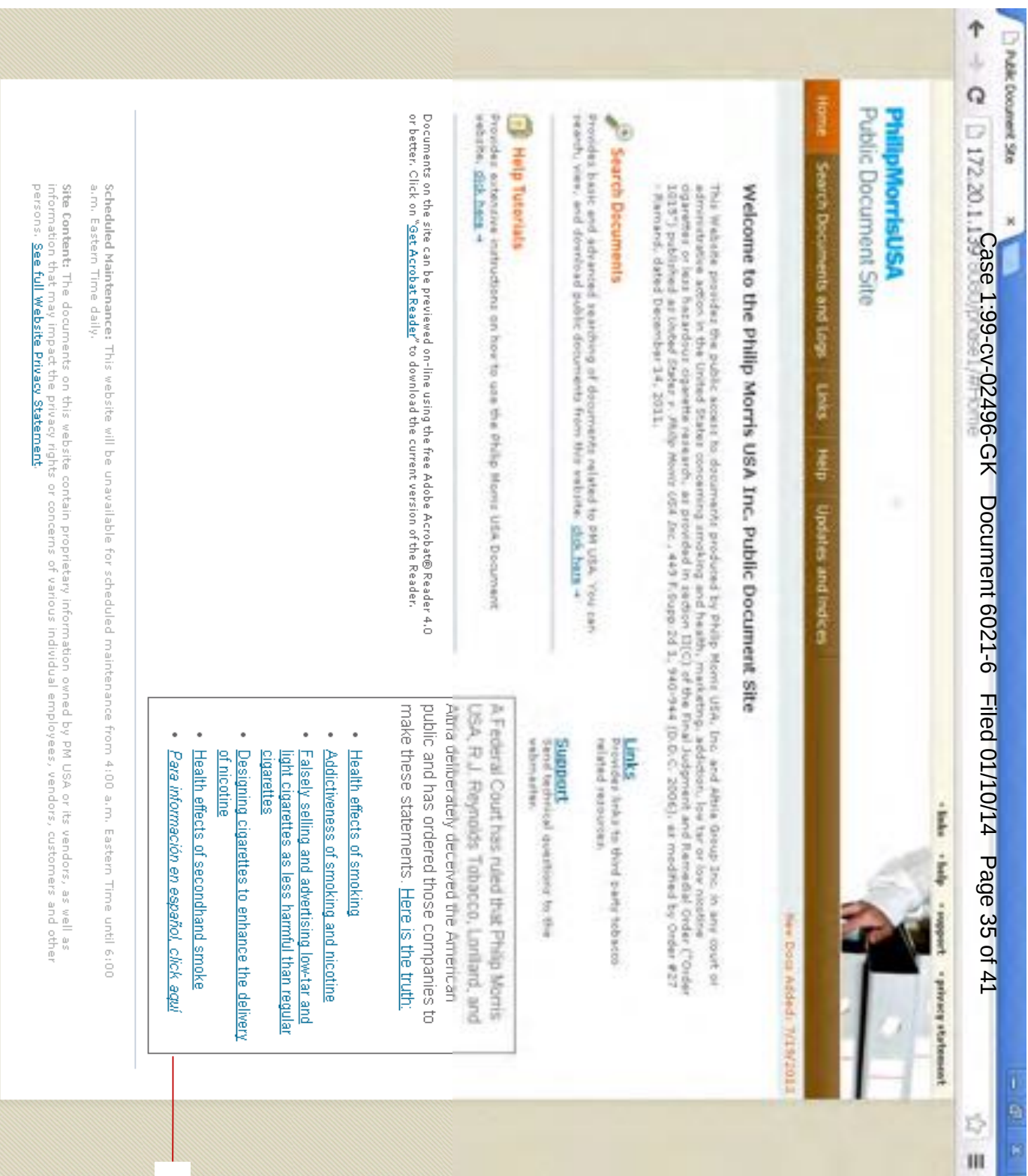
Update your
mailing
address!

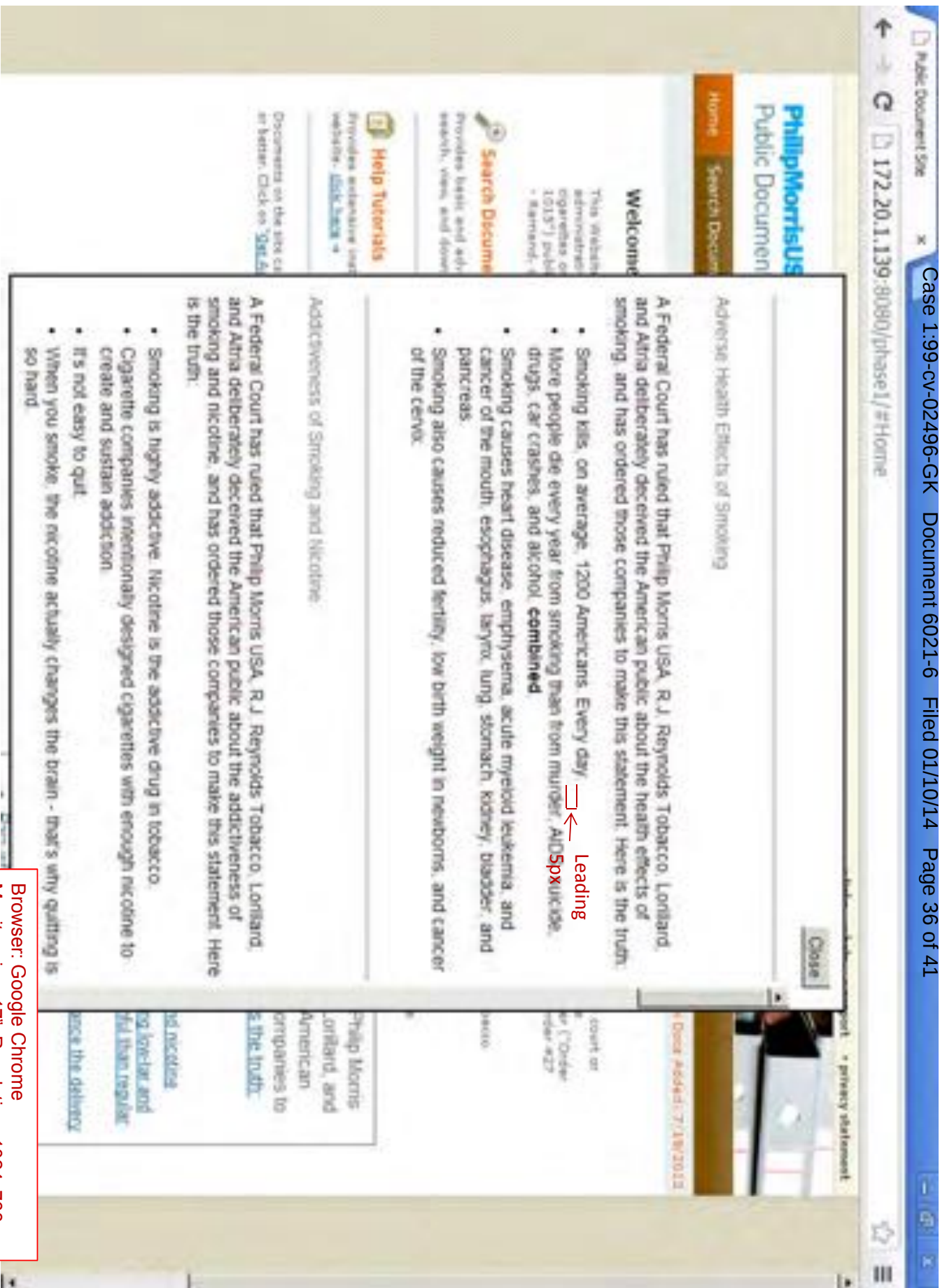
Newport
Pleasure
Play

Don't let FDA ban menthol cigarettes

Newport®, pleasure® (logo), Newport Pleasure® (logo), Newport Pleasure Payday®, Newport Pleasure Draw®, Newport Wheel of Pleasure™, The World of Newport Pleasure®, spinner design, package design and other trade dress elements are trademarks of Lorillard Licensing Company LLC.

<p>Browser: Google Chrome Monitor size: 17"; Resolution: 1024X768 Font: Preamble text, Arial, Regular, 14.75px Bulleted list font: Arial, Regular, 12.5px Tracking = 0px Box size: 300px by 300px</p>		<p>Leading 5px →</p> <p>Support Send technical questions to the webmaster.</p> <p>A Federal Court has ruled that Philip Morris USA, R.J. Reynolds Tobacco, Lorillard, and Altria deliberately deceived the American public and has ordered those companies to make these statements. Here is the truth:</p> <ul style="list-style-type: none"> • Health effects of smoking • Addictiveness of smoking and nicotine • Falsely selling and advertising low-tar and light cigarettes as less harmful than regular cigarettes • Designing cigarettes to enhance the delivery of nicotine • Health effects of secondhand smoke <p>← Leading 4.25px</p>
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Browser: Google Chrome

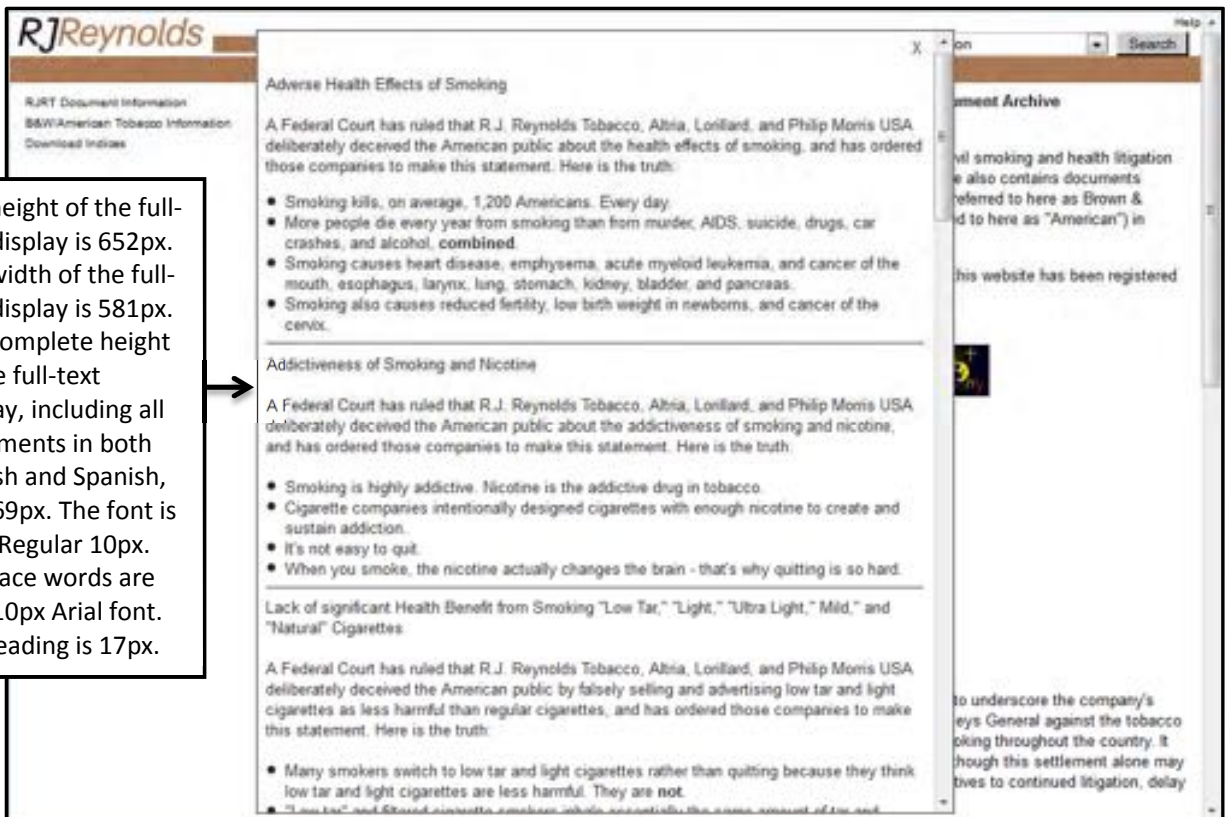
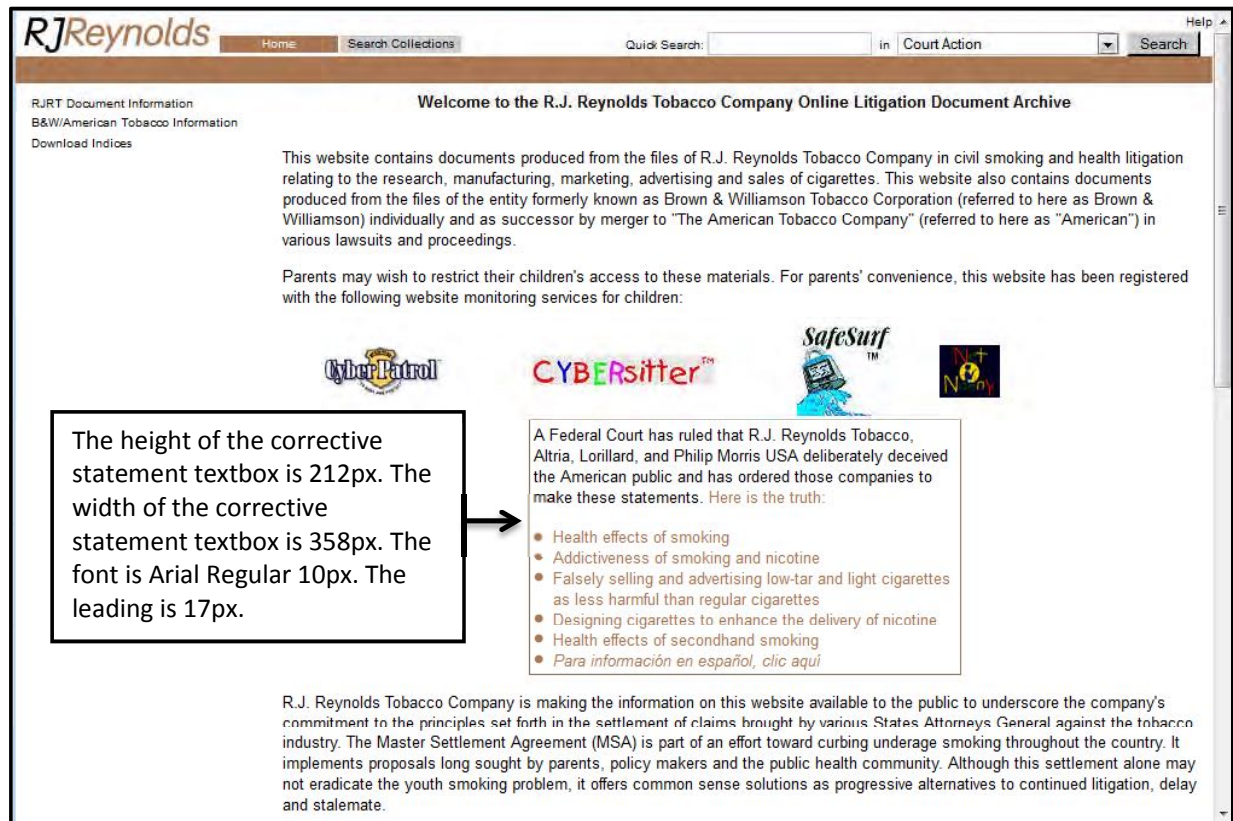
Monitor size: 17", Resolution: 1024x768

Font: All text, Arial, Regular, 14px

Tracking = 0px

Box size: 583px by 646px

Phase 1 – 5 years



Lorillard Documents Website - Phase 1 - Years one through five



This website is designed to provide the public with access to documents produced by Lorillard Tobacco Company in Attorney General reimbursement lawsuits and certain other specified civil actions, and to documents produced after October 23, 1998 through June 30, 2010, in smoking and health actions, and includes certain enhancements, all as provided for by paragraph IV of the Attorneys General Master Settlement Agreement (MSA).

The enhancements include an expanded index to documents, with up to thirty searchable fields of information. The viewing and navigational tools have also been enhanced to include full image viewing and enhancement functions as well as a larger viewable area. In addition, a return to search results button has been added to allow efficient previewing and searching of documents. Lorillard's Privilege Log has also been added to this site. Extensive help instructions have been provided which further describe these enhancements.

This website contains copyrighted material whose use, including reproduction, is governed by United States copyright law (Title 17, United States Code). This Website is intended for informational, educational, and non-commercial use only.

This Website includes the following information: (1) the specific provisions of the MSA concerning the posting of documents on this Website; (2) a description of documents on this Website; (3) a description of confidential documents on the Lorillard Litigation Document Website; (4) extensive instructions on how to use this Website; and (5) a link to the Tobacco Industry website (www.tobaccoarchives.com).

The new enhanced viewing features of this site require the use of a Javascript capable browser. Compatible browsers are Mozilla Firefox 1.5 and above or Microsoft's Internet Explorer 5.0 and above. Should your current browser not meet this specification, we recommend that you obtain a more recent version from your provider or by downloading one from either Mozilla or Microsoft.

Search results are displayed by default in GIF image format to provide an efficient means of previewing documents on-line, without the need for an image viewer. For optimal viewing and/or printing, please click on the PDF icon when viewing an image or document. The privilege log is displayed only in PDF. Viewing in PDF will require you to use the free Adobe Acrobat Reader 5.0 or better. If you need a copy of the current version of the Adobe Acrobat Reader please download it from the Adobe website.

This website will be unavailable due to daily scheduled maintenance from 3:00 to 5:00 a.m. Eastern Standard Time.


This Website has been registered with the following Website monitoring services:

A Federal Court has ruled that Lorillard, Altria, R.J. Reynolds Tobacco, and Philip Morris USA deliberately deceived the American public and has ordered the companies to make these statements. [Here is the truth:](#)

- [Health effects of smoking](#)
- [Addictiveness of smoking and nicotine](#)
- [Falsely selling and advertising low-tar and light cigarettes as less harmful than regular cigarettes](#)
- [Designing cigarettes to enhance the delivery of nicotine](#)
- [Health effects of secondhand smoke](#)
- [Para información en español, clic aquí](#)



Lorillard Documents Website - Phase 1 - Years one through five



[Case Names](#)
[Document Requests](#)
[Index To Documents](#)
[Litigation Usage Terms](#)
[Privilege Log](#)
[Confidential Documents Index](#)
[Fourteen Day Production Index](#)
[MSA Provisions](#)
[Privacy Statement](#)
[Resource Links](#)
[Download Indices](#)

Adverse Health Effects of Smoking

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- Smoking kills, on average, 1200 Americans. Every day.
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- Smoking causes heart disease, emphysema, acute myeloid leukemia, and cancer of the mouth, esophagus, larynx, lung, stomach, kidney, bladder, and pancreas.
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Addictiveness of Smoking and Nicotine

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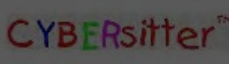

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This Website has been registered with the following Website monitoring services:



Document Site

Search

ment Site

combining terms

llard, Altria,
Morris USA
public and has
ese statements.

otinine
w-tar and light
egular cigarettes
the delivery of
oke
c aqui

Lorillard Documents Website - Phase 1 - Years one through five



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- Addictiveness of smoking and nicotine
- Falsely selling and advertising low-tar and light cigarettes as less harmful than regular cigarettes
- Designing cigarettes to enhance the delivery of nicotine
- Health effects of secondhand smoke
- Para información en español, clic aquí

Text box:
Size: 300 x 270 pixels
Color: #FFFFFF
1px border:black

Fonts:
Character: Arial
Regular 11 pixels
Leading: 13.2 pixels

Font color:
#000000

Monitor size:
17 inch, 1024 x 768 pixels
Screen Resolution:
72 dpi

Fold line



Lorillard Documents Website - Phase 1 - Years one through five

Case Name:
Document Page:
Index To Documents:
Document View:
Printable View:
Confidential:
Document ID:
MSA Process:
Privacy Statement:
Resource Link:
Download Index:

Overlay:
Total size:
560 x 3475 pixels
Viewable area:
560 x 575 pixels
Color: #FFFFFF
Fonts:
Character:
Arial Regular 14 pixels
Leading: 16.8 pixels
Bolded words:
Arial Bold 14 pixels
Space before next bullet:
5 pixels
Font color:
#000000

Adverse Health Effects of Smoking

A Federal Court has ruled that Lorillard, Altria, R.J. Reynolds Tobacco, and Philip Morris USA deliberately deceived the American public about the health effects of smoking and has ordered those companies to make this statement. Here is the truth:

- Smoking kills, on average, 1200 Americans. Every day.
- More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, **combined**.
- Smoking causes heart disease, emphysema, acute myeloid leukemia, and cancer of the mouth, esophagus, larynx, lung, stomach, kidney, bladder, and pancreas.
- Smoking also causes reduced fertility, low birth weight in newborns, and cancer of the cervix.

Addictiveness of Smoking and Nicotine

A Federal Court has ruled that Lorillard, Altria, R.J. Reynolds Tobacco, and Philip Morris USA deliberately deceived the American public about the addictiveness of smoking and nicotine, and has ordered those companies to make this statement. Here is the truth:

- Smoking is highly addictive. Nicotine is the addictive drug in tobacco.
- Cigarette companies intentionally designed cigarettes with enough nicotine to create and sustain addiction.

...and results in...

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