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FILED
CLERK OF SUPERIOR COURT
AUG
JUL 23 2002 KS

By: K SANDOVAL, Deputy

SUPERIOR COURT OF CALIFORNIA
COUNTY OF SAN DIEGO

PEOPLE OF THE STATE OF CALIFORNIA,
ex rel. **BILL LOCKYER, Attorney General of**
the State of California,

Plaintiff,

v.

R. J. REYNOLDS TOBACCO COMPANY,

Defendant.

Case No: GIC 764118

JUDGMENT

In accordance with the Final Statement of Decision filed on July 12, 2002, Judgment is rendered in favor of plaintiff People of the State of California *ex rel.* Bill Lockyer, Attorney General of the State of California ("People") and against defendant R.J. Reynolds Tobacco Company ("Reynolds") as follows:

1. Reynolds is permanently restrained and enjoined from continuing to violate Section III (a) of the MSA and Section V.A. of the Consent Decree by exposing Youth to its tobacco advertising at levels similar to the levels of exposure of adult smokers.

2. Reynolds is ordered to:

a. adopt, adhere to, and incorporate as part of its media strategy reasonable measures designed to reduce Youth exposure to its tobacco advertising to a level significantly lower than the level of exposure of targeted groups of adult smokers; and

1 b. employ reliable means such as MRI and Simmons data to measure its success
2 in achieving this goal to demonstrate that the exposure of Youth to Reynolds' tobacco advertising
3 is significantly less than the exposure of targeted groups of adult smokers.

4 3. Reynolds also is ordered to pay the People:

5 a. twenty million dollars (\$20,000,000) in monetary sanctions, said amount to
6 be paid within five business days after entry of this Judgment;

7 b. reasonable attorneys' fees in an amount to be determined by the Court upon
8 noticed motion; and

9 c. costs incurred in this proceeding.

10 4. The Court shall retain jurisdiction for the purpose of implementing and enforcing this
11 Judgment, including determining the amount of attorneys' fees.

12 IT IS SO ORDERED.

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14 Dated: August 23, 2002

15 RONALD S. PRAGER
16 Judge of the Superior Court
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