

### **Minimum Pack Size for Cigarettes is Required**

Each cigarette package must contain at least 20 cigarettes until December 31, 2001.

### **Third Party Use of Tobacco Brand Names is Limited**

Tobacco Companies may not authorize third parties to use any tobacco brand name in a manner that would be prohibited if done by the Tobacco Companies themselves. However, they need not terminate contracts existing as of July 1, 1998 or recover any items marketed or distributed prior to November 23, 1998.

### **Payment for Use of Non-Tobacco Brand Names for Tobacco Products is Banned**

Tobacco Companies may not pay to use as a brand name of a Tobacco Product any nationally recognized brand or trade name of any non-tobacco item or service or any nationally recognized sports team, entertainment group or celebrity. This ban does not apply to any Tobacco Product brand name existing as of July 1, 1998.

### **Distribution of Free Samples is Restricted**

Tobacco Companies may not distribute free samples of Tobacco Products except in Adult-Only Facilities (where Youth are excluded). A free sample does not include a Tobacco Product provided to an adult in connection with the purchase of any Tobacco Product.

### **Gifts to Youth Based on Proofs of Purchase are Banned**

Beginning November 23, 1999, Tobacco Companies may not provide any item in exchange for the purchase of Tobacco Products or for credits, proofs-of-purchase, or coupons with respect to such a purchase without sufficient proof that the person is an adult.

### **Lobbying concerning Youth Smoking Laws is Restricted**

Tobacco Companies may not oppose certain state and local legislative proposals designed to reduce Youth access to and consumption of Tobacco Products.

### **Material Misrepresentations Concerning the Health Consequences of Using Tobacco Products are Banned**

Tobacco Companies may not make material misrepresentations of fact concerning the health consequences of using Tobacco Products.

For more information or to report a possible violation, contact:

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Attorney General Bill Lockyer  
Attn.: Tobacco Litigation Section  
P.O. Box 944255  
Sacramento, CA 94244-2550  
(916) 565-6486  
(voice mail only)

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# **TOBACCO INDUSTRY SETTLEMENT**

## ***YOUTH MARKETING RESTRICTIONS***



California Attorney General's Office

Bill Lockyer  
Attorney General

***The State Attorneys General Tobacco Settlement strictly limits marketing practices that may encourage smoking by Youth (persons under 18 years of age).***

***This brochure summarizes the restrictions on youth marketing to help you detect possible violations. It is not intended as a comprehensive discussion of such restrictions, which appear in the Master Settlement Agreement and the Smokeless Tobacco Master Settlement Agreement.***

Tobacco Companies are subject to the following restrictions:

### **Youth Targeting is Banned**

Tobacco Companies may not directly or indirectly target Youth in the advertising, promotion or marketing of Tobacco Products. Tobacco Companies also may not take any action whose primary purpose is to initiate, maintain or increase the incidence of smoking by Youth.

### **Cartoons are Banned**

Tobacco Companies may not use cartoons in Tobacco Product advertising, promotion or packaging. A cartoon is any drawing or depiction of an object, person, animal, creature or any similar caricature that:

- Uses comically exaggerated features
- Attributes human characteristics to animals, plants or objects
- Attributes unnatural or extrahuman abilities.

### **Certain Tobacco Brand Name Sponsorships are Banned**

Tobacco Companies may not sponsor by brand name:

- Concerts\*
- Football, basketball, baseball, soccer or hockey leagues, teams or games
- Events whose intended audience has a significant percentage of Youth
- Events whose paid participants include Youth.

\* Exception: Brown & Williamson may sponsor the GPC Country Music Festival or the Kool Jazz Festival.

### **Other Tobacco Brand Name Sponsorships are Restricted**

Tobacco Companies may sponsor one event by brand name in any 12-month period. They also may sponsor events by brand name under contracts existing as of August 1, 1998 until they expire or November 23, 2001. Restrictions applicable to the sponsored events include:

- Event advertising may not advertise any Tobacco Product.
- Outdoor advertising of the event may appear only at the event site and only 90 days before and 10 days after the event.
- Tobacco Product advertising may not refer to the event or any celebrity in the event.
- Brand name merchandise may be distributed only at the event and not by the Tobacco Company.

### **Outdoor Advertising of Tobacco Products is Restricted**

Tobacco Companies may not advertise Tobacco Products on billboards; in malls,

arenas, stadiums, video arcades, and transit stations; and in or on vehicles. Exceptions:

- Tobacco Product ads that do not exceed 14 square feet and that appear on the property of stores which sell Tobacco Products are allowed.
- Outdoor ads that do not advertise any Tobacco Product and that appear at the site of an event at an Adult-Only Facility no more than 14 days before the event are allowed.

### **Payment for Tobacco Product Placement in Media is Banned**

Payments for placement of Tobacco Products or items bearing the brand name of a Tobacco Product in media – including movies, television shows, and theatrical productions or other live performances – are banned. Exceptions include performances in Adult-Only Facilities.

### **Distribution of Tobacco Brand Name Merchandise is Banned**

Tobacco Companies may not market or distribute any merchandise which bears a tobacco brand name. However, they are not required to terminate any contract existing as of June 20, 1997.

Exceptions:

- Coupons or other items used solely by adults in connection with the purchase of Tobacco Products are allowed.
- Merchandise used within an Adult-Only Facility that is not distributed to the general public is allowed.

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