

Exhibit F

Website exemplars - Phase 1
Non-Mobile Version

PM USA Home - Philip Morris USA

www.philipmorrisusa.com/en/cms/Home/default.aspx

PhilipMorrisUSA

an Altria Company

Home

Search Help

Search

Company

Products

Responsibility

Careers

Media

Social

Welcome to Philip Morris USA

We are the largest tobacco company in the U.S. This website offers information about the company, its business and important tobacco issues, including health issues related to our products. [Learn more](#)



About our Products

Information about health issues.

Smoking & Health Issues

Smokeless Tobacco Health Issues



PM USA agrees cigarette smoking is addictive and helps connect adult smokers with expert quitting information.

[Learn More](#) or visit [QuitAssist®](#)



PM USA Report to the FDA on the Use of Menthol in Cigarettes

[Learn More](#)



PM USA has Made Packaging and Advertising Changes to Comply with Federal Law.

[Learn More](#)

Company Highlights

[more](#)

Philip Morris USA Remains Committed to Defending Engle Cases Following U.S. Supreme Court Decision

Wisconsin Federal Court Denies Class Certification in "Lights" Case

West Virginia Jury Rejects Most Claims and Punitive Damages in Consolidated Trial

Other Topics

Federal Tobacco Excise Tax Increase

Smokeless Tobacco

Market Information

A Federal Court has ruled that Philip Morris USA, R.J. Reynolds Tobacco, Lorillard, and Altria 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

Leading 3.5px

Leading 5px




an Altria Company

Home | Search Help

Company | Products | Responsibility | Careers | Media | Social

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- Smoking & Health Issues
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Company Highlights

[more](#)

- Philip Morris USA Remains Committed to Defending Engle Cases Following U.S. Supreme Court Decision
- Wisconsin Federal Court Denies Class Certification in "Lights" Case
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Other Topics

- Federal Tobacco Excise Tax Increase
- Smokeless Tobacco
- Market Information

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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*

Contact Us | Site Map | Terms of Use | Privacy | Altria Group, Inc. © 1999 - 2013 Philip Morris USA Inc.

Leading 3.5px

Leading 5px

Fold Line

✕ 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:

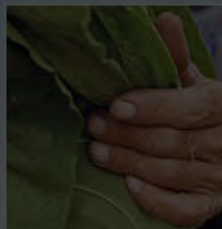
- Smoking kills, on average, 1200 Americans. Every day.
- More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, **combined**.
- Smoking causes heart disease, emphysema, acute myeloid leukemia, and cancer of the mouth, esophagus, larynx, lung, stomach, 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.

Leading
5px



Company Highlights

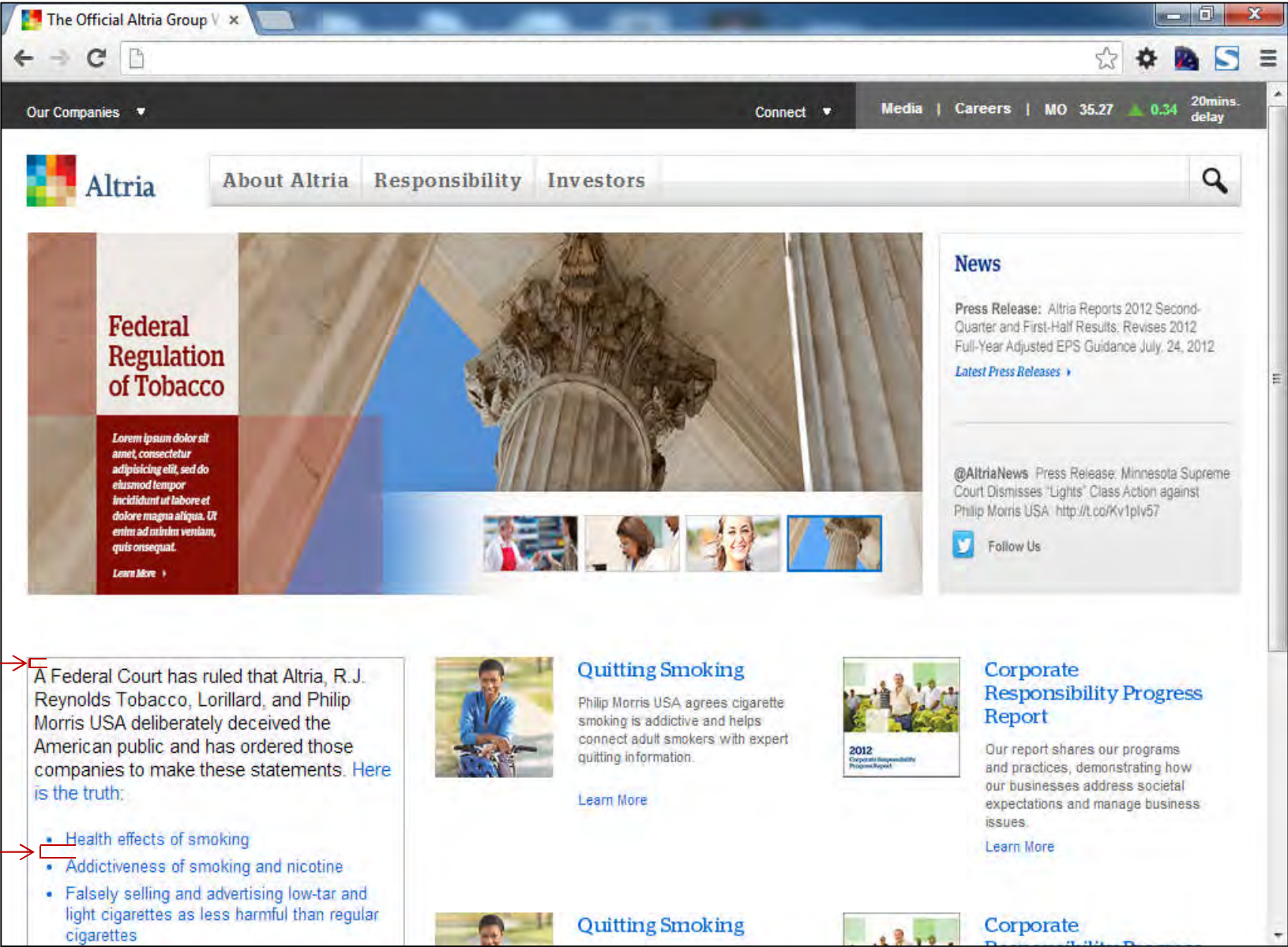
- ▶ Philip Morris USA Remains the Only Company Defending Engle Cases in Supreme Court Decision
- ▶ Wisconsin Federal Court Certification in "Lights"
- ▶ West Virginia Jury Rejects Punitive Damages Trial

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Here is the truth:


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vertising low-tar and
harmful than regular



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




About Altria | Responsibility | Investors

Federal Regulation of Tobacco

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[Learn More](#)




News

Press Release: Altria Reports 2012 Second-Quarter and First-Half Results, Revises 2012 Full-Year Adjusted EPS Guidance July 24, 2012

[Latest Press Releases](#)

@AltriaNews Press Release: Minnesota Supreme Court Dismisses 'Lights' Class Action against Philip Morris USA. <http://t.co/Kv1ply57>

 Follow Us

Leading 3.5px

A Federal Court has ruled that Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA 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](#)

Leading 5px

Fold line



Quitting Smoking

Philip Morris USA agrees cigarette smoking is addictive and helps connect adult smokers with expert quitting information.

[Learn More](#)



Corporate Responsibility Progress Report

Our report shares our programs and practices, demonstrating how our businesses address societal expectations and manage business issues.

[Learn More](#)



Quitting Smoking

Philip Morris USA agrees cigarette smoking is addictive and helps connect adult smokers with expert quitting information.

[Learn More](#)

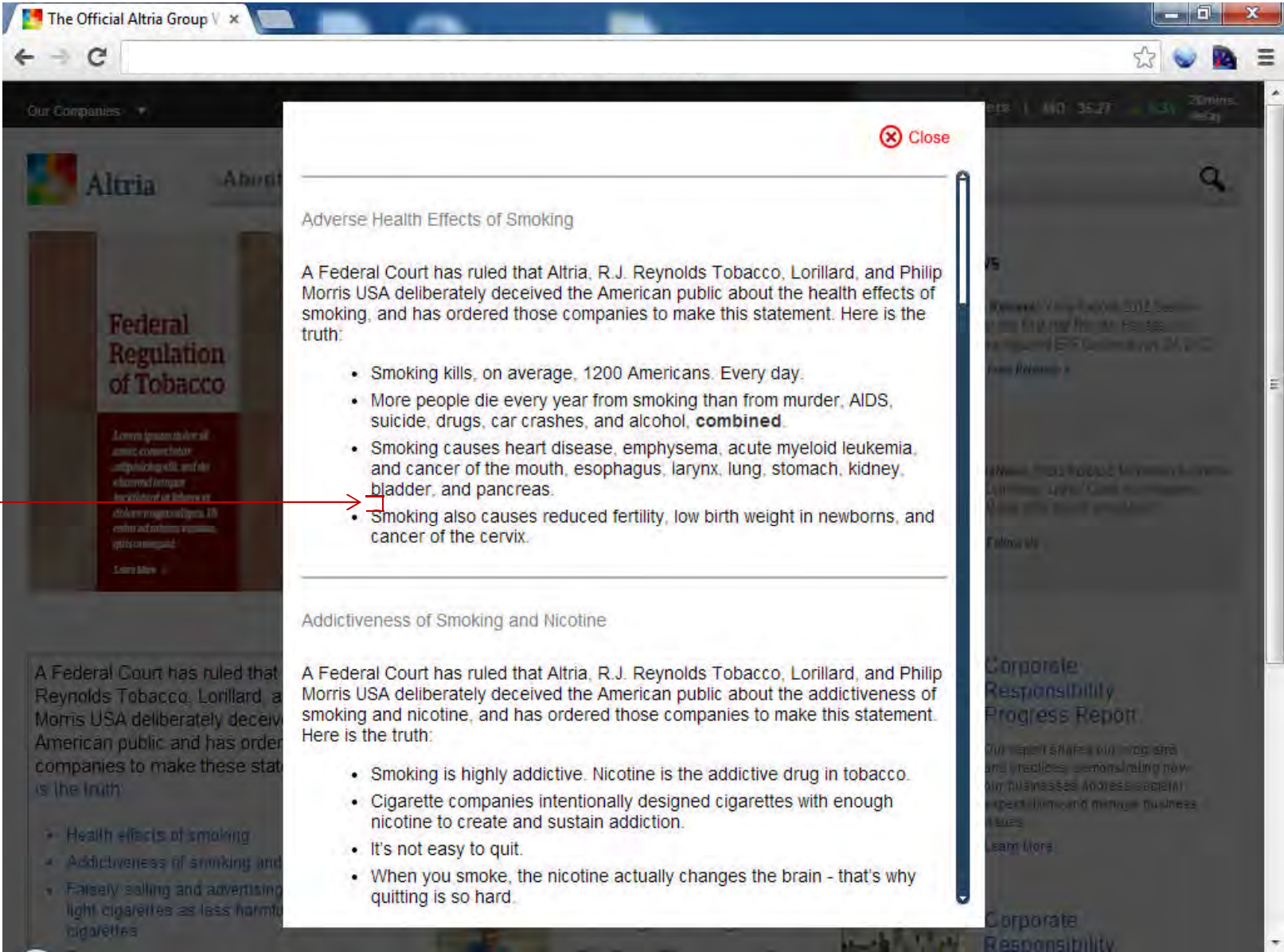


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Box size: 300 px by 318 px




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




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

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



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](#)



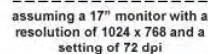
new paragraph style:
11 pixel Arial Bold
with 16 pixel leading

fold line

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

208 px

558 px



Lorillard Website - Phase 1 - Years one through five

Search

Q

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

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- [Health effects of secondhand smoke](#)
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Company Overview

Lorillard, Inc., through its Lorillard Tobacco Company subsidiary, is the third largest manufacturer of cigarettes in the United States. Founded in 1760, Lorillard is the oldest continuously operating tobacco company in the U.S. Newport, Lorillard's flagship 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 Reports Second Quarter 2013 Results

"Lorillard delivered another high quality earnings quarter marked by stable cigarette volumes, strong market share gains, tight cost control and continued success of the Company's strategic initiatives, like blu eCigs," stated

Lorillard's Chairman & CEO.

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

Press Contacts

Contact Us

RSS

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Copyright © 2011 Lorillard. All rights reserved. | [UnderstandingMenthol.com](#) | [RealParentsRealAnswers.com](#)

Lorillard Website - Phase 1 - Years one through five

Search

Q

About Us

Brands

Investor Relations

Responsibility

Press Room

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Annual Report

Financial Reporting

1234

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- [Designing cigarettes to enhance the delivery of nicotine](#)
- [Health effects of secondhand smoke](#)
- [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

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Investor Relations

Financial Overview

Stock Information

News

Financial Reporting

Events & Presentations

Shareholder Services

Governance

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FAQs

Investor Contacts

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Press Room

News

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Press Contacts

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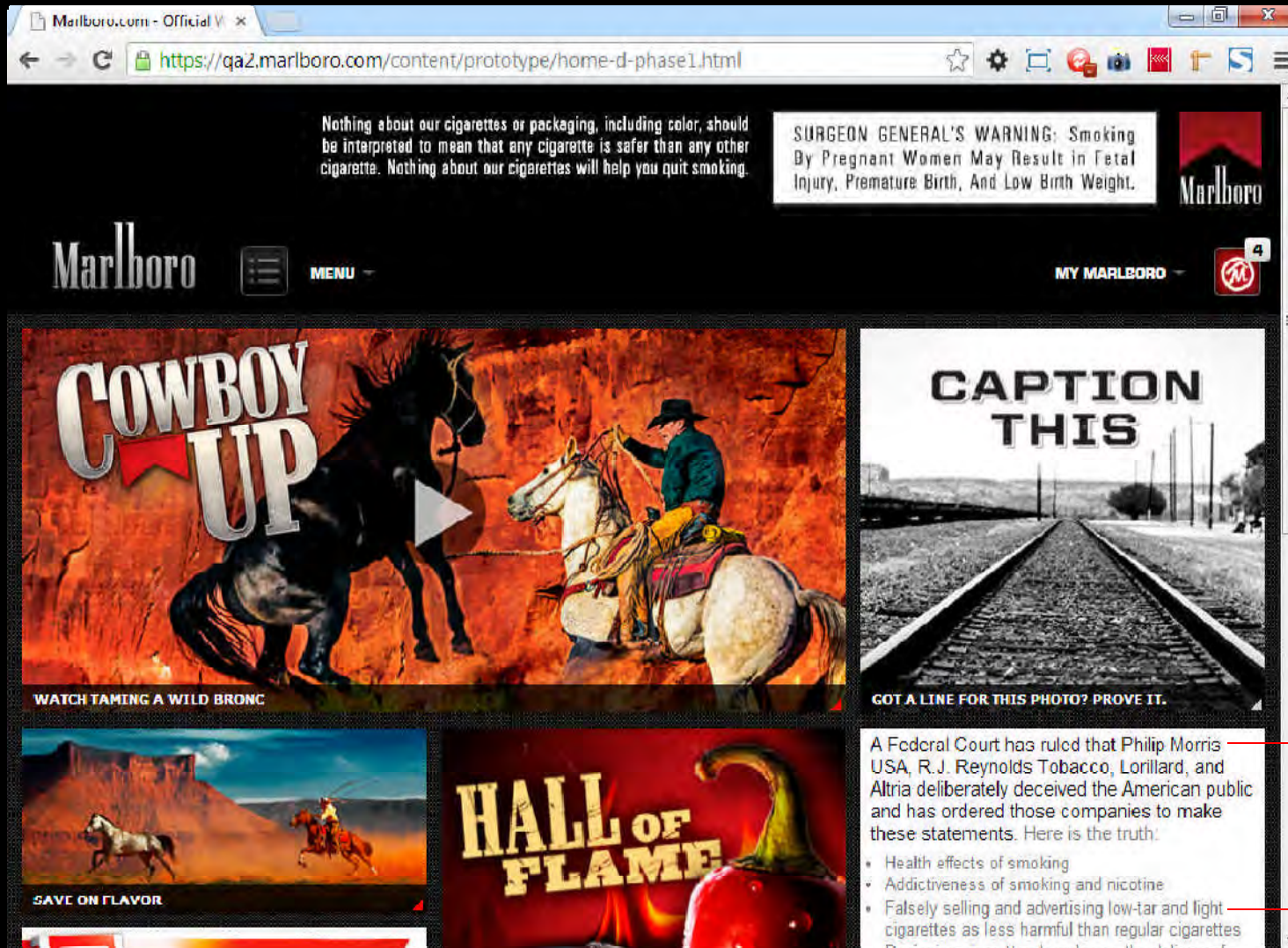
RSS

Privacy Policy

Legal Notice

Copyright © 2011 Lorillard. All rights reserved. | UnderstandingMenthol.com | RealParentsRealAnswers.com

Desktop



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: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.



Marlboro



MENU

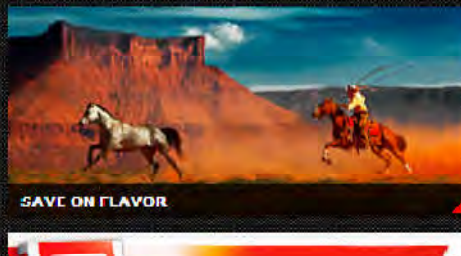
MY MARLBORO



WATCH TAMING A WILD BRONC



GOT A LINE FOR THIS PHOTO? PROVE IT.



SAVE ON FLAVOR



HALL OF FLAME

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

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

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: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Marlboro

MENU

MY MARLBORO

4

COWBOY UP

WATCH TAKING A WILD BRONC

CAPTION THIS

GOT A LINE FOR THIS PHOTO? PROVE IT.

HALL OF FLAME

SAVE ON FLAVOR

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:

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

RED LABEL

RICH SMOOTH FLAVOR

IN STORES NOW

FIERY NEW RECIPES

FROM THE ROAD

FOLLOW THE JOURNEY
DISCOVER WHAT'S OUT THERE

HIT THE ROAD NOW

FLAVOR MAKERS

7

CHECK OUT ACTION BEHIND THE SCENES

PRODUCTS

POSTED THIS WEEK

SEE WHAT'S NEW

Desktop – Tile Dimensions

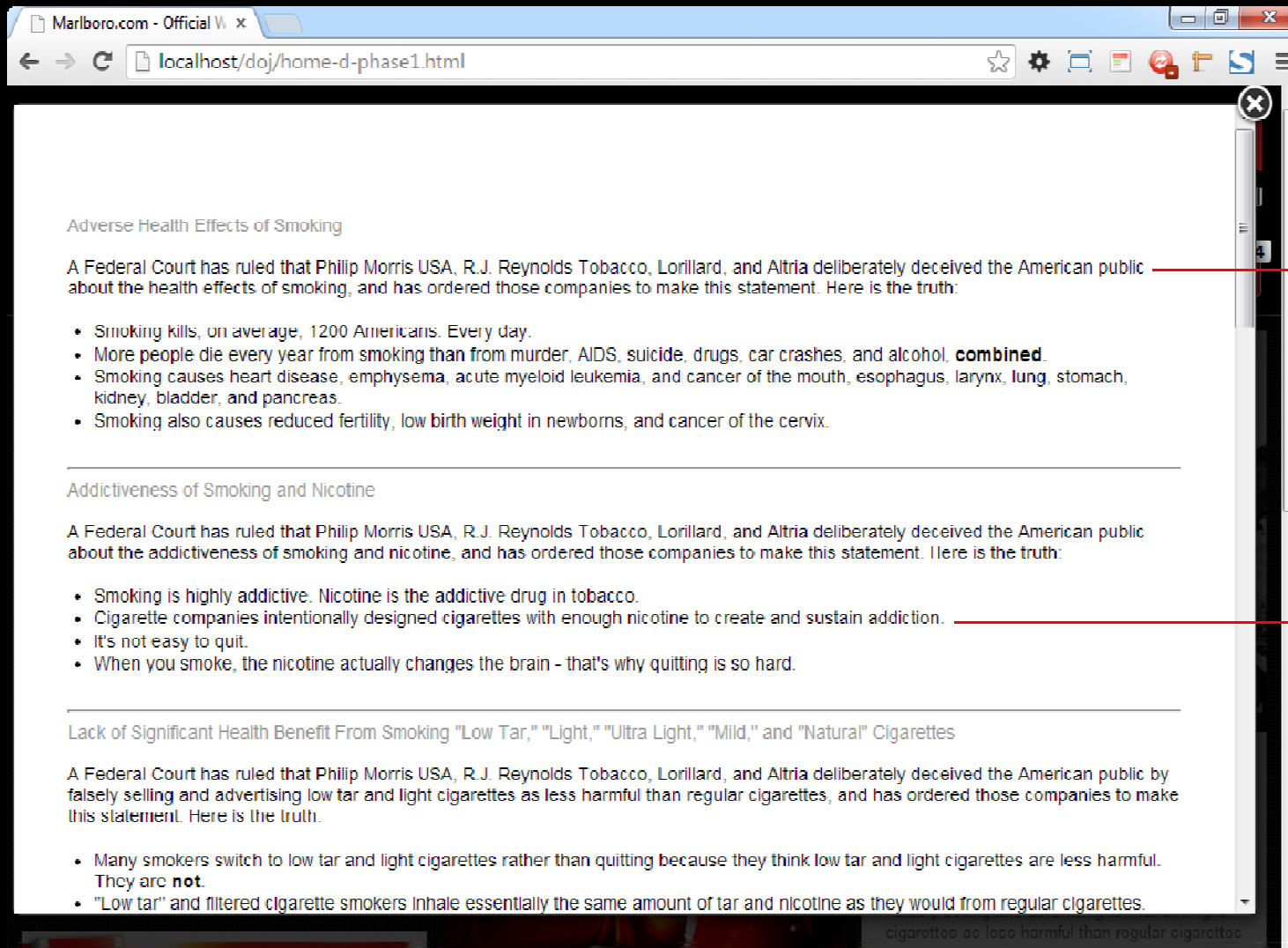
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- Designing cigarettes to enhance the delivery of nicotine
- Health effects of secondhand smoke
- *Para información en español, clic aquí*

Tile Size:
315 x 295 (pixels)

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

Desktop - Overlay

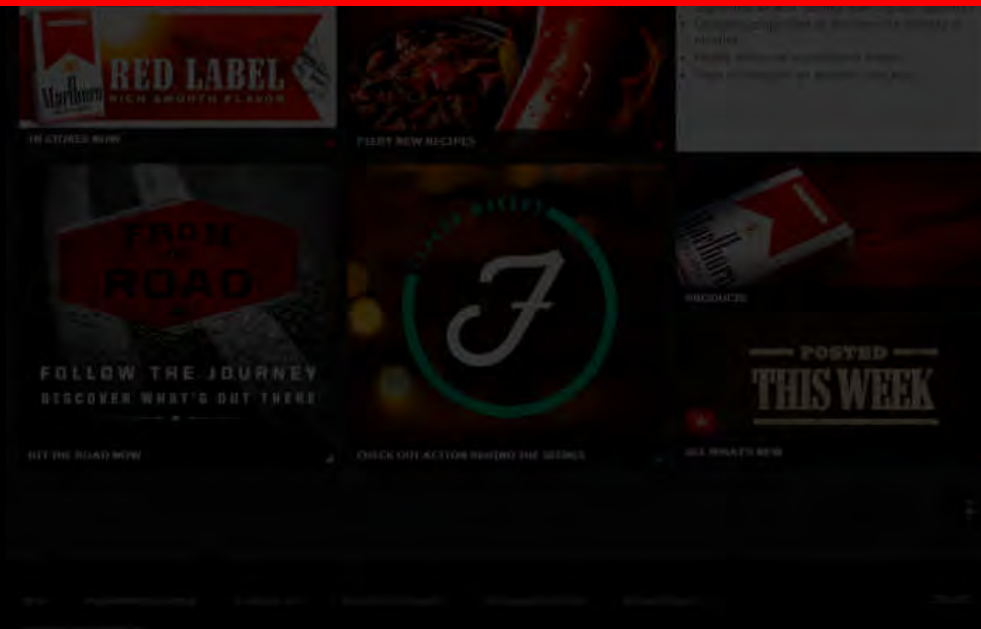
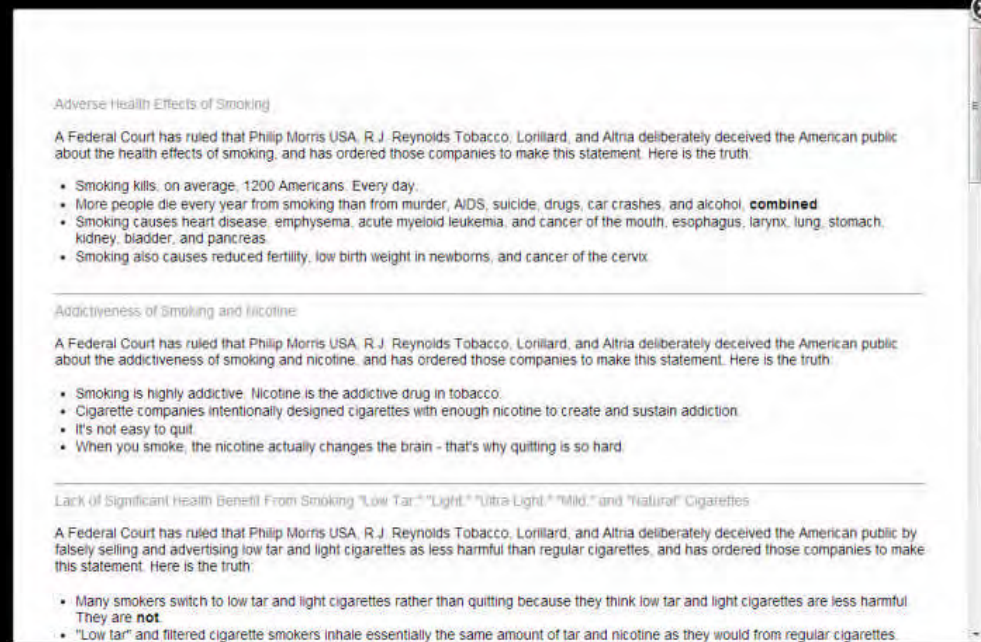


Arial 14px
Leading 17px
Tracking 0px

Arial 14px
Leading 17px
Tracking 0px

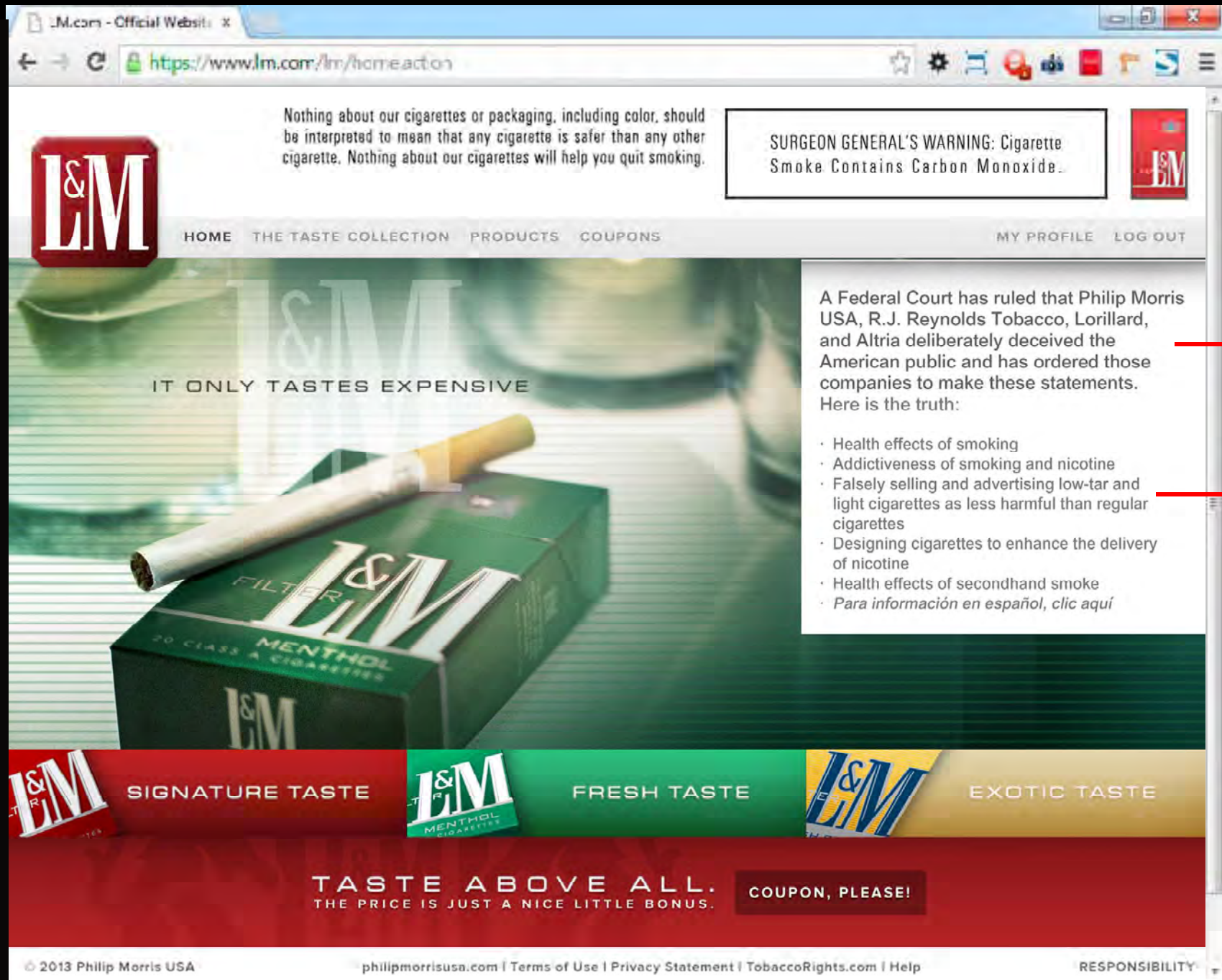
Overlay Window Size:
963x618 pixels

Desktop - Overlay



Overlay Window Size:
963x618 pixels

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

LM.com - Official Website


https://www.lm.com/lm/home.action

☆ ⚙ 📏 📷 📱 📺 📖 📄




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.



HOME THE TASTE COLLECTION PRODUCTS COUPONS


MY PROFILE LOG OUT





IT ONLY TASTES EXPENSIVE

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- 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!

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RESPONSIBILITY

Desktop – Box Dimension

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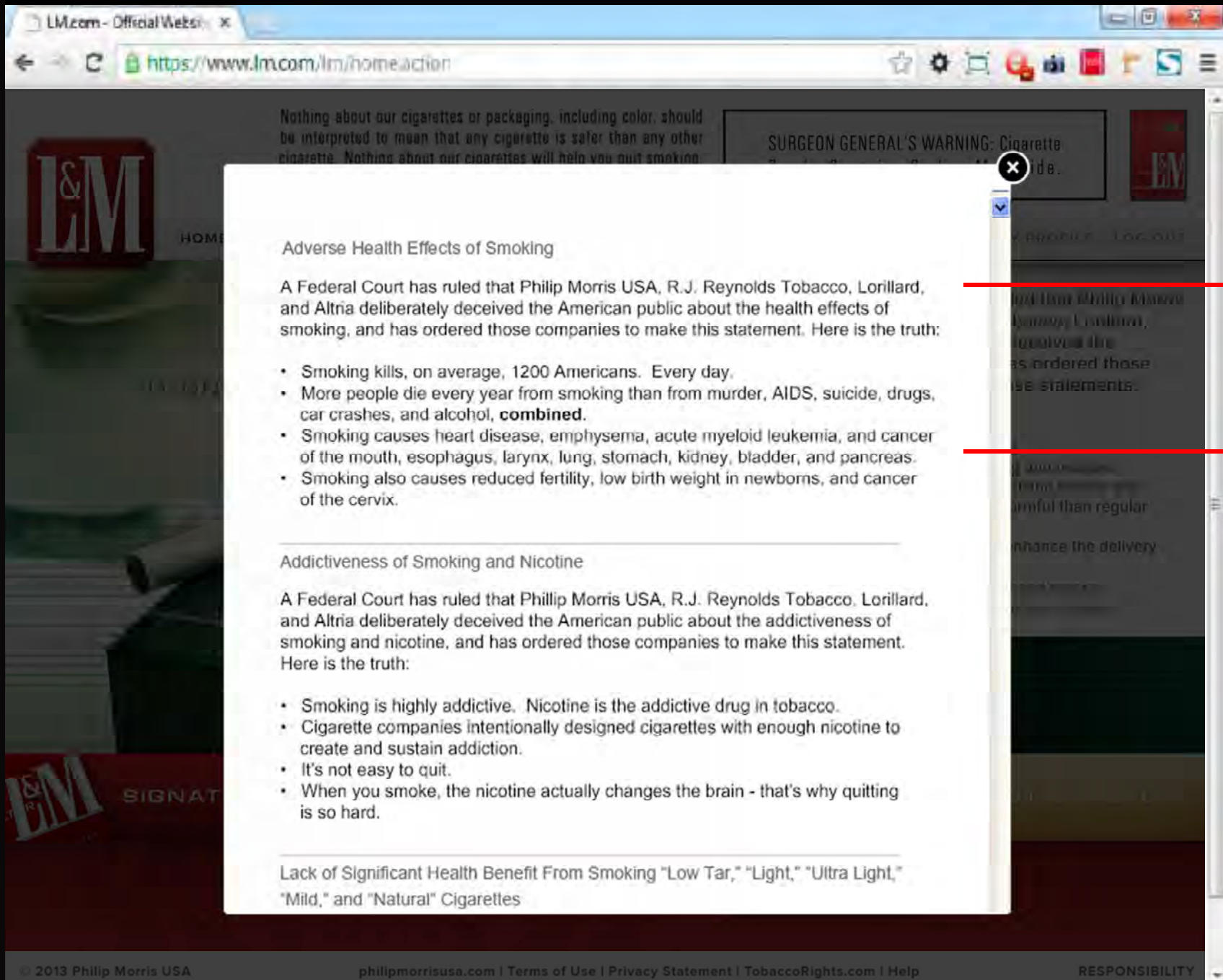
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- Health effects of secondhand smoke
- *Para información en español, clic aquí*

324x300 (pixels)

Color code: #787878

"Here is the truth:" and bullet points

Desktop – Overlay



Arial
14px
Leading
17px
Tracking
0px

Arial
14px
Leading
17px
Tracking
0px

Overlay Total Size:
629x600 (pixels)

Desktop – Page Break

The screenshot shows a web browser window with the address bar displaying <https://www.lm.com/lm/home.action>. The page features the L&M logo and a background image of a cigarette pack. A modal window is open in the center, containing the following text:

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 Smoking Causes Lung Cancer, Complicated Pregnancy Complications, and May Complicate Fetal Development.

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 Phillip 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

At the bottom of the page, there is a footer with the following text: © 2013 Philip Morris USA. philipmorrisusa.com | Terms of Use | Privacy Statement | TobaccoRights.com | #tsp RESPONSIBILITY

CAMEL

PRODUCTS

ACTIVITIES

COMMUNITY

COUPONS

MY CAMEL

Enter search here

Search

HUMP DAY

SEIZE THE HUMP DAY

HUMP DAY ROULETTE

GIVE IT A WHIRL

TUESDAY

HUMP DAY

WEDNESDAY

LIKE

358

A Federal Court has ruled that R.J. Reynolds Tobacco, Altria, Lorillard, 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*

ACTIVITIES

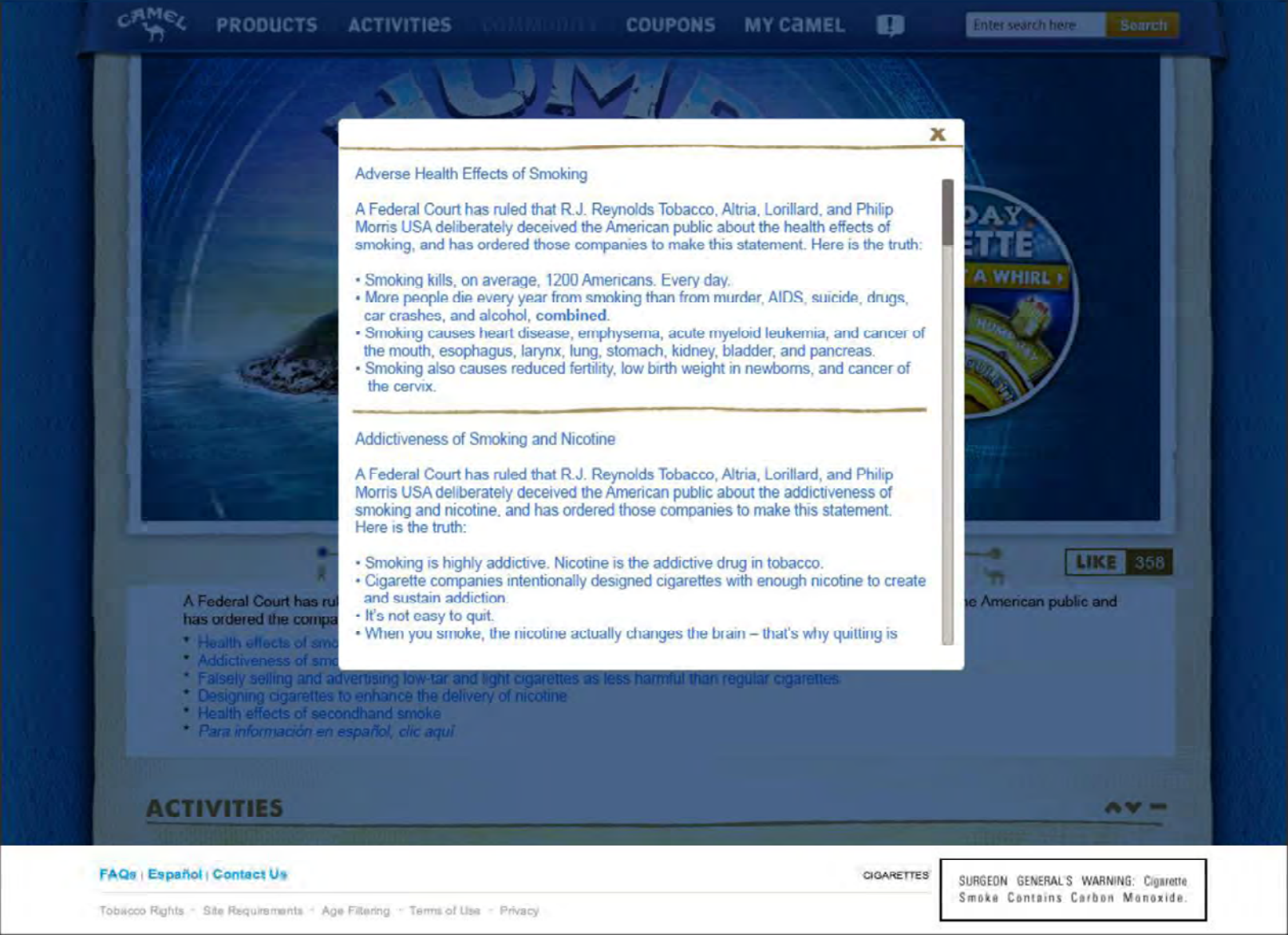
FAQs | Español | Contact Us


CIGARETTES

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

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

Arial Regular - 12.5px Font – 15px Leading



PRODUCTOSACTIVIDADESCOMUNIDADCOUPON MEMI CAMEL

Ingresa aquí lo que deseas buscar

Buscar



HUMP DAY

SEIZE THE HUMP DAY

HUMP DAY ROULETTE
GIVE IT A WHIRL

ME GUSTA

358

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

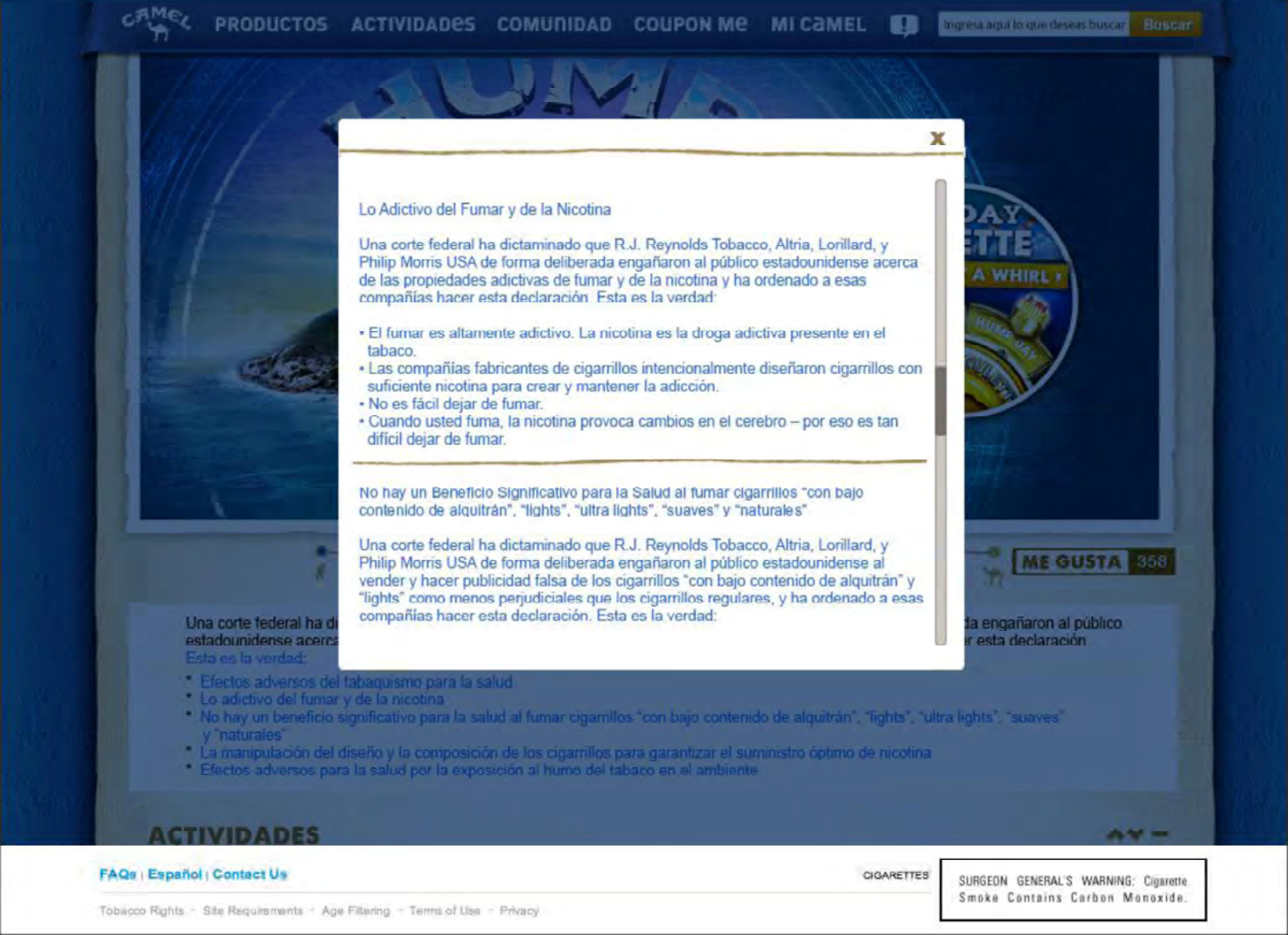
ACTIVIDADES

FAQs | English | Contact Us

CIGARETTES

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

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



Phase 1

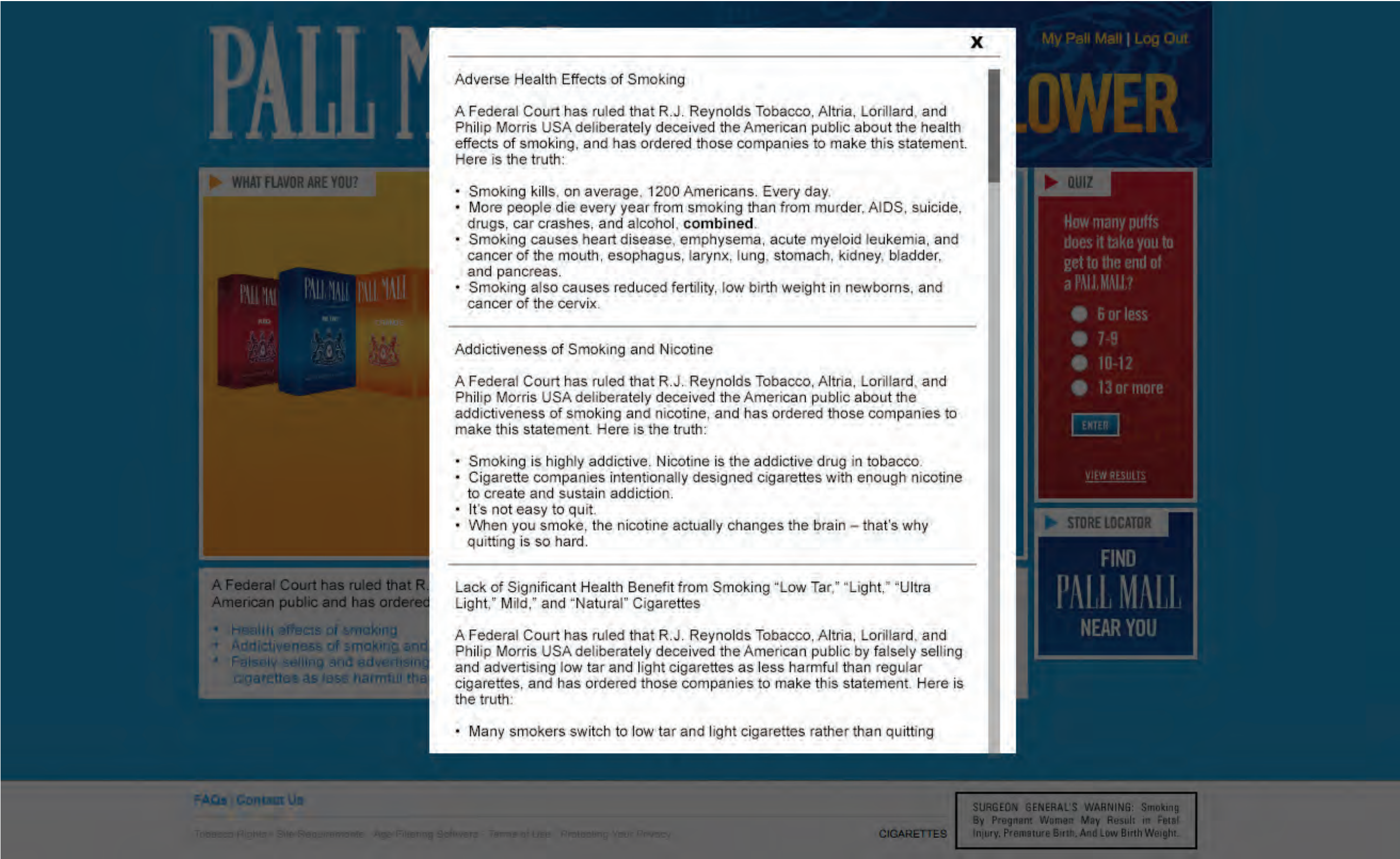


Viewing assumption of 17" monitor with a resolution of 1024 pixels x 768 pixels and a setting of 72 dpi.

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



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

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 font leading for regular and bolded text: 15px
Full Text Display font styles: Regular and Bold

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 FAQs PRIVACY POLICY HELP

HOME ABOUT YOU OUR WORLD NEWPORT PLEASURE PLAY® SWEEPS




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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Don't let FDA ban menthol cigarettes

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

HOME

ENTER

1. 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:

• Health effects of smoking

• Addictiveness of smoking and nicotine

• Falsely stated that smoking is harmless

• Designing cigarettes to be addictive

• Health effects of smoking

• Para info

Update your mailing address!

Newport Pleasure Play

Don't let FDA ban menthol cigarettes

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Close

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.

Smoking is a disease, pregnancy.

JOY HELP

WEEPS

MENTS

Fold line

Public Document Site

172.20.1.139:8080/pmdocs/#Home

links help support privacy statement

PhilipMorrisUSA
Public Document Site

Home Search Documents and Logs Links Help Updates and Indices

New Docs Added: 7/19/2013

Welcome to the Philip Morris USA Inc. Public Document Site

This Website provides the public access to documents produced by Philip Morris USA, Inc. and Altria Group Inc. in any court or administrative action in the United States concerning smoking and health, marketing, addiction, low tar or low nicotine cigarettes or less hazardous cigarette research, as provided in section II(C) of the Final Judgment and Remedial Order ("Order 1015") published as *United States v. Philip Morris USA Inc.*, 449 F.Supp.2d 1, 940-944 (D.D.C. 2006), as modified by Order #27 - Remand, dated December 14, 2011.

Search Documents

Provides basic and advanced searching of documents related to PM USA. You can search, view, and download public documents from this website. [click here →](#)

Help Tutorials

Provides extensive instructions on how to use the Philip Morris USA Document website. [click here →](#)

Documents on the site can be previewed on-line using the free Adobe Acrobat® Reader 4.0 or better. Click on "[Get Acrobat Reader](#)" to download the current version of the Reader.

Links

Provides links to third party tobacco related resources.

Support

Send technical questions to the webmaster.

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 click aquí](#)

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

Leading 5px →

← Leading 4.25px

Public Document Site

Case 1:99-cv-02496-GK Document 6021-6 Filed 01/10/14 Page 35 of 41

172.20.1.139:8080/phase1/#Home

links help support privacy statement

PhilipMorrisUSA
Public Document Site


Home Search Documents and Logs Links Help Updates and Indices

New Docs Added: 7/19/2013

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This Website provides the public access to documents produced by Philip Morris USA, Inc. and Altria Group Inc. in any court or administrative action in the United States concerning smoking and health, marketing, addiction, low tar or low nicotine cigarettes or less hazardous cigarette research, as provided in section II(C) of the Final Judgment and Remedial Order ("Order 1015") published as *United States v. Philip Morris USA Inc.*, 449 F.Supp.2d 1, 940-944 (D.D.C. 2006), as modified by Order #27 - Remand, dated December 14, 2011.

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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, click aquí](#)

Scheduled Maintenance: This website will be unavailable for scheduled maintenance from 4:00 a.m. Eastern Time until 6:00 a.m. Eastern Time daily.

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Fold line

Public Document Site Case 1:99-cv-02496-GK Document 6021-6 Filed 01/10/14 Page 36 of 41


172.20.1.139:8080/phase1/#Home


Philip Morris USA
Public Document

Home Search Document

Welcome

This Website
administrative
cigarettes or
1015") public
- Remand, d

 **Search Document**
Provides basic and advanced
search, view, and download

 **Help Tutorials**
Provides extensive instructions
website. [click here](#) →

Documents on the site can be
or better. Click on ["Get A"](#)

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. ← Leading 5px
- 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.

Philip Morris
Lorillard, and
American
companies to
is the truth:

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Close

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





RJReynolds Home Search Collections Quick Search: in Court Action Search Help

RJRT Document Information
B&W/American Tobacco Information
Download Indices

Welcome to the R.J. Reynolds Tobacco Company Online Litigation Document Archive

This website contains documents produced from the files of R.J. Reynolds Tobacco Company in civil smoking and health litigation relating to the research, manufacturing, marketing, advertising and sales of cigarettes. This website also contains documents produced from the files of the entity formerly known as Brown & Williamson Tobacco Corporation (referred to here as Brown & Williamson) individually and as successor by merger to "The American Tobacco Company" (referred to here as "American") in various lawsuits and proceedings.

Parents may wish to restrict their children's access to these materials. For parents' convenience, this website has been registered with the following website monitoring services for children:

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 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 smoking
- *Para información en español, clic aquí*

R.J. Reynolds Tobacco Company is making the information on this website available to the public to underscore the company's commitment to the principles set forth in the settlement of claims brought by various States Attorneys General against the tobacco industry. The Master Settlement Agreement (MSA) is part of an effort toward curbing underage smoking throughout the country. It implements proposals long sought by parents, policy makers and the public health community. Although this settlement alone may not eradicate the youth smoking problem, it offers common sense solutions as progressive alternatives to continued litigation, delay and stalemate.

The height of the corrective statement textbox is 212px. The width of the corrective statement textbox is 358px. The font is Arial Regular 10px. The leading is 17px.

RJReynolds Home Search Collections Quick Search: in Court Action Search Help

RJRT Document Information
B&W/American Tobacco Information
Download Indices

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, 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 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:](#)

- 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

A Federal Court has ruled that R.J. Reynolds Tobacco, Altria, Lorillard, and Philip Morris USA 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 filtered cigarette smokers inhale essentially the same amount of tar and

The height of the full-text display is 652px. The width of the full-text display is 581px. The complete height of the full-text display, including all statements in both English and Spanish, is 2669px. The font is Arial Regular 10px. Boldface words are also 10px Arial font. The leading is 17px.

Lorillard Documents Website - Phase 1 - Years one through five



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Welcome to the Lorillard Tobacco Company Document Site

New Documents Loaded on **Wednesday, February 27, 2013**

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When searching for multiple terms, you can use the ampersand (&) or comma (,) to combine terms.

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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.

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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.

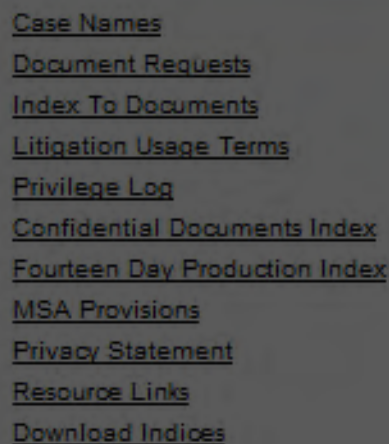
This website will be unavailable due to daily scheduled maintenance from 3:00 to 5:00 a.m. Eastern Standard Time.

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](#)





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:

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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:

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Lorillard Documents Website - Phase 1 - Years one through five



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Welcome to the Lorillard Tobacco Company Document Site

New Documents Loaded on **Wednesday, February 27, 2013**

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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.

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- 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



