

# Exhibit F

Website exemplars - Phase 3

PM USA Home - Philip Morris USA x

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

**PhilipMorrisUSA**  
an Altria Company

Home | Search Help

Company | Products | Responsibility | » Court Ordered Corrective Statements » 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](#)

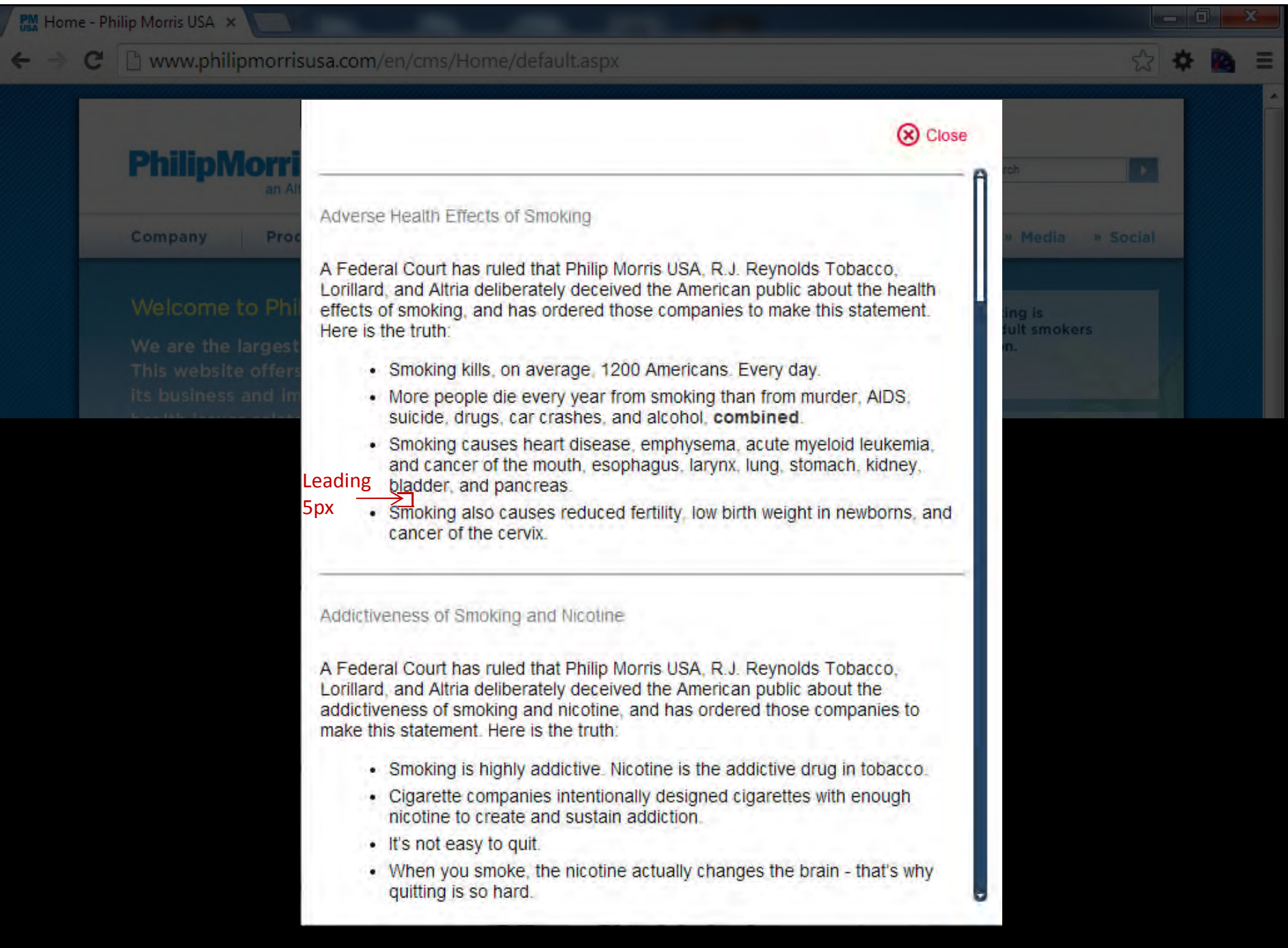


PM USA has Made Packaging and Advertising Changes to Comply with Federal Law.

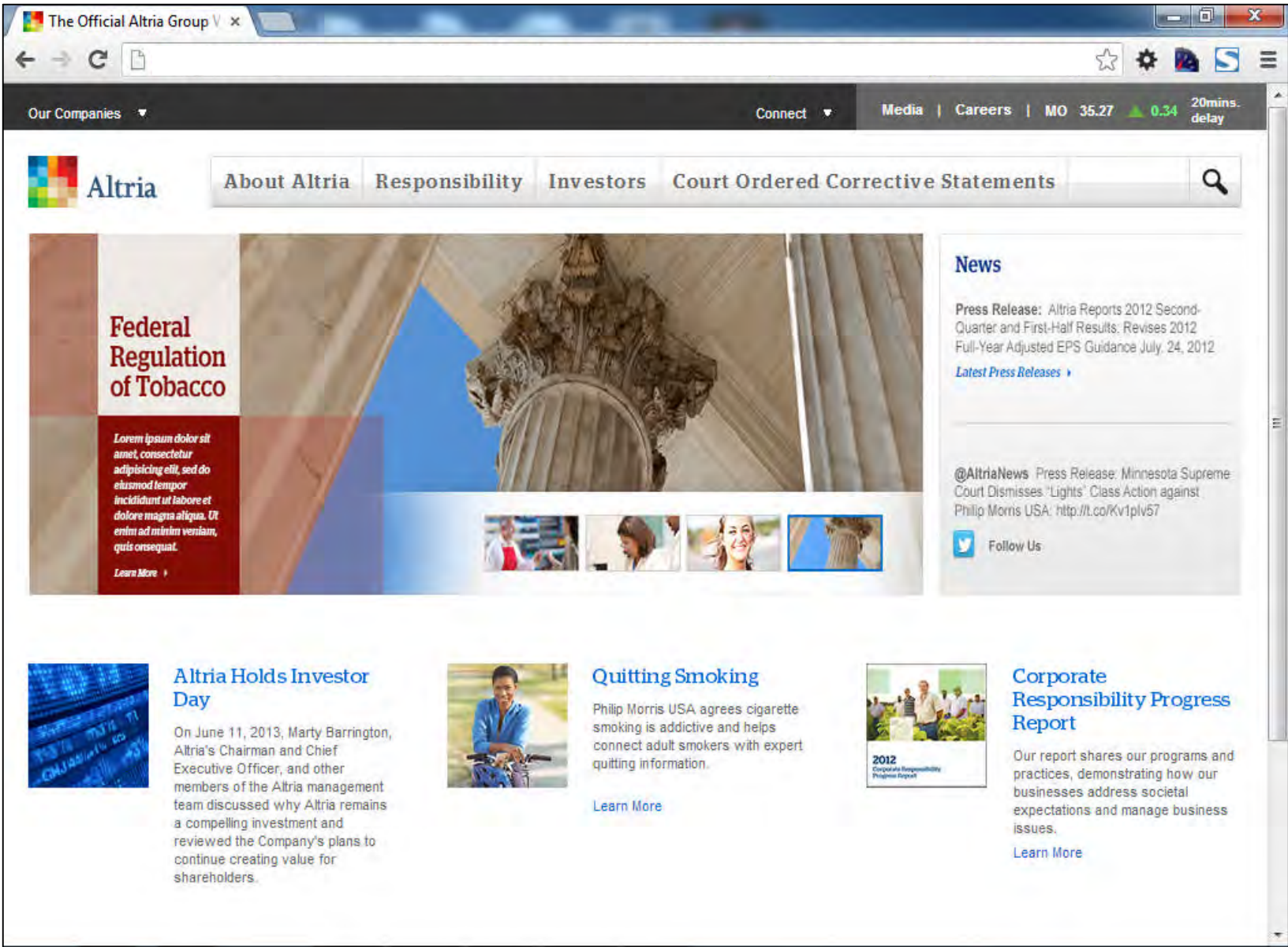
▶ [Learn More](#)

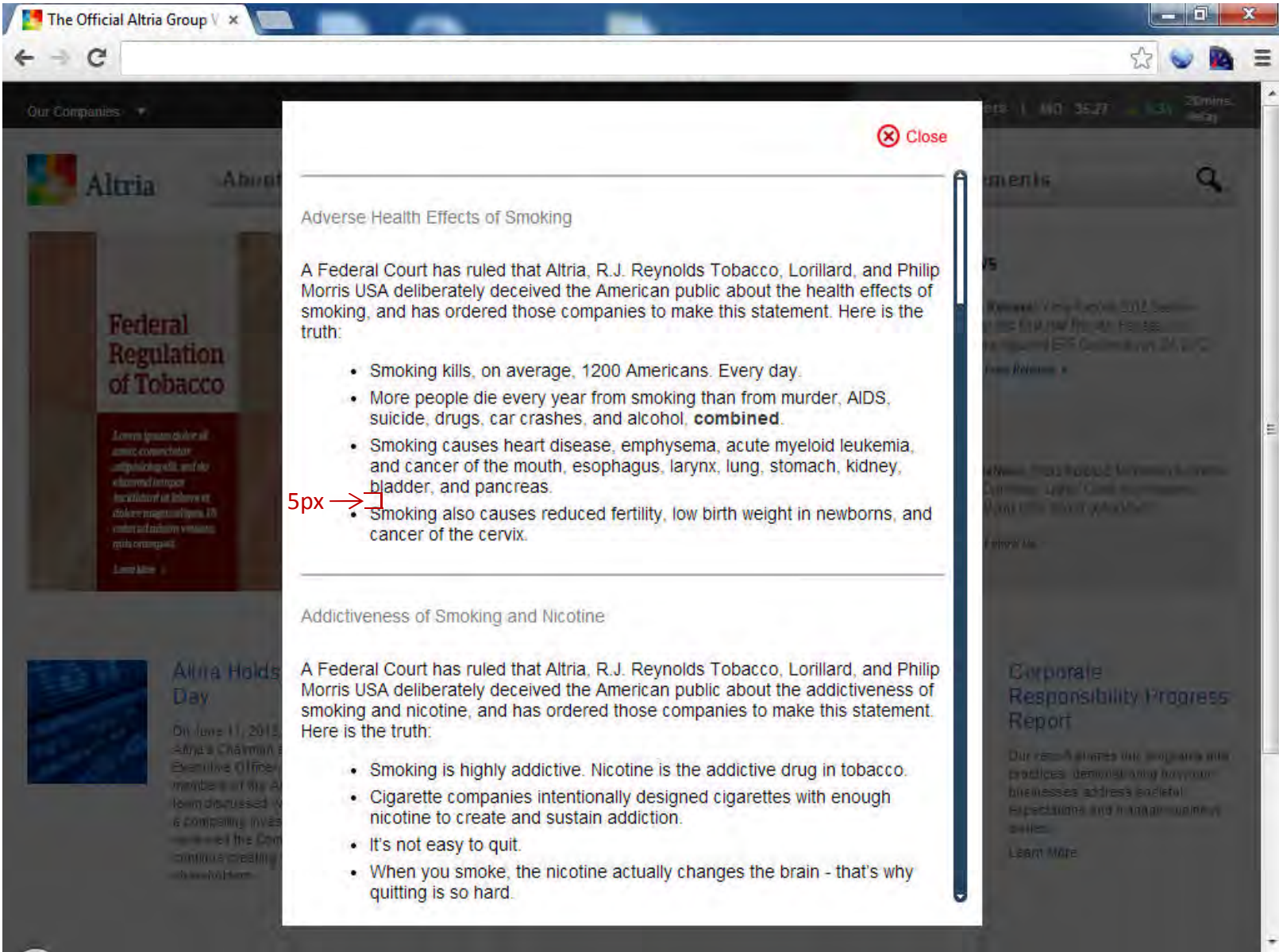
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| Company Highlights  | Other Topics   | About this Site  |
|---|--|--|
| <a href="#">▶ more</a> <ul style="list-style-type: none"><li>▶ Philip Morris USA Remains Committed to Defending Engle Cases Following U.S. Supreme Court Decision</li><li>▶ Wisconsin Federal Court Denies Class Certification in "Lights" Case</li><li>▶ West Virginia Jury Rejects Most Claims and Punitive Damages in Consolidated Trial</li></ul> | <ul style="list-style-type: none"><li>▶ <a href="#">Federal Tobacco Excise Tax Increase</a></li><li>▶ <a href="#">Smokeless Tobacco</a></li><li>▶ <a href="#">Market Information</a></li></ul> | <p>This is the corporate website of Philip Morris USA. It does not sell, advertise or offer promotions for our products.</p> |









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 3 – Home Page



[Court Ordered Corrective Statements](#)
[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.



#### 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](#)



## 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

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


# PHASE 3

## Full-Text Display

**RJReynolds**

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

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

Search Site

**Key Issues**

**Transforming Tobacco**

What does transforming tobacco mean? It means addressing the controversial issues related to the objectives. We can meet society's needs and should operate while growing our business. Like each of Reynolds American's brands, we have a leadership role in the industry in transforming tobacco.

**More Key Issues**

[Harm Labor Issues](#)

[Product Ingredients](#)

[Responsible Marketing](#)

**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](#)

**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**

**DECEMBER 2012**

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

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

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[Leaf](#)
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**RJReynolds**



# Lorillard Website - Phase 3 - Year twelve and thereafter

Search

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Press Room

Contact Us

Brand Feature

Newport Non-Menthol Gold

Coming in October 2013!

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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 41 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.

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

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Newport

Maverick

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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

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Media Gallery

Press Contacts

Contact Us

RSS

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Lorillard Website - Phase 3 - Year twelve and thereafter

Monitor size: 17 inch, 1024 x 768 pixels

Screen Resolution: 72 dpi

Fonts:

Character: Arial Regular 12 pixels

Color: #FFFFFF

Search

About Us

Brands

Investor Relations

Responsibility

Court Ordered Corrective Statements

Press Room

Contact Us

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Newport Non-Menthol Gold

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1234

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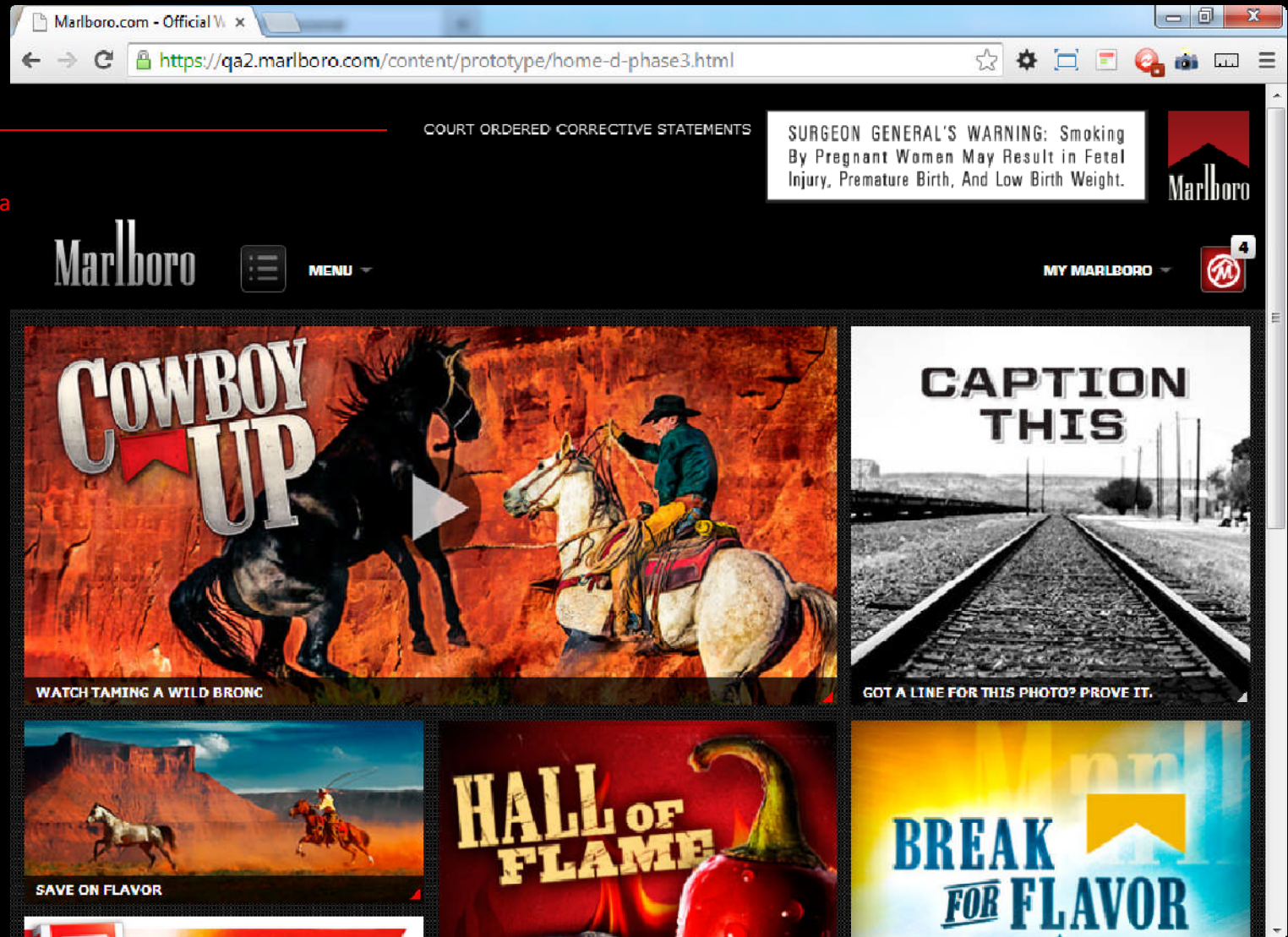






# Desktop

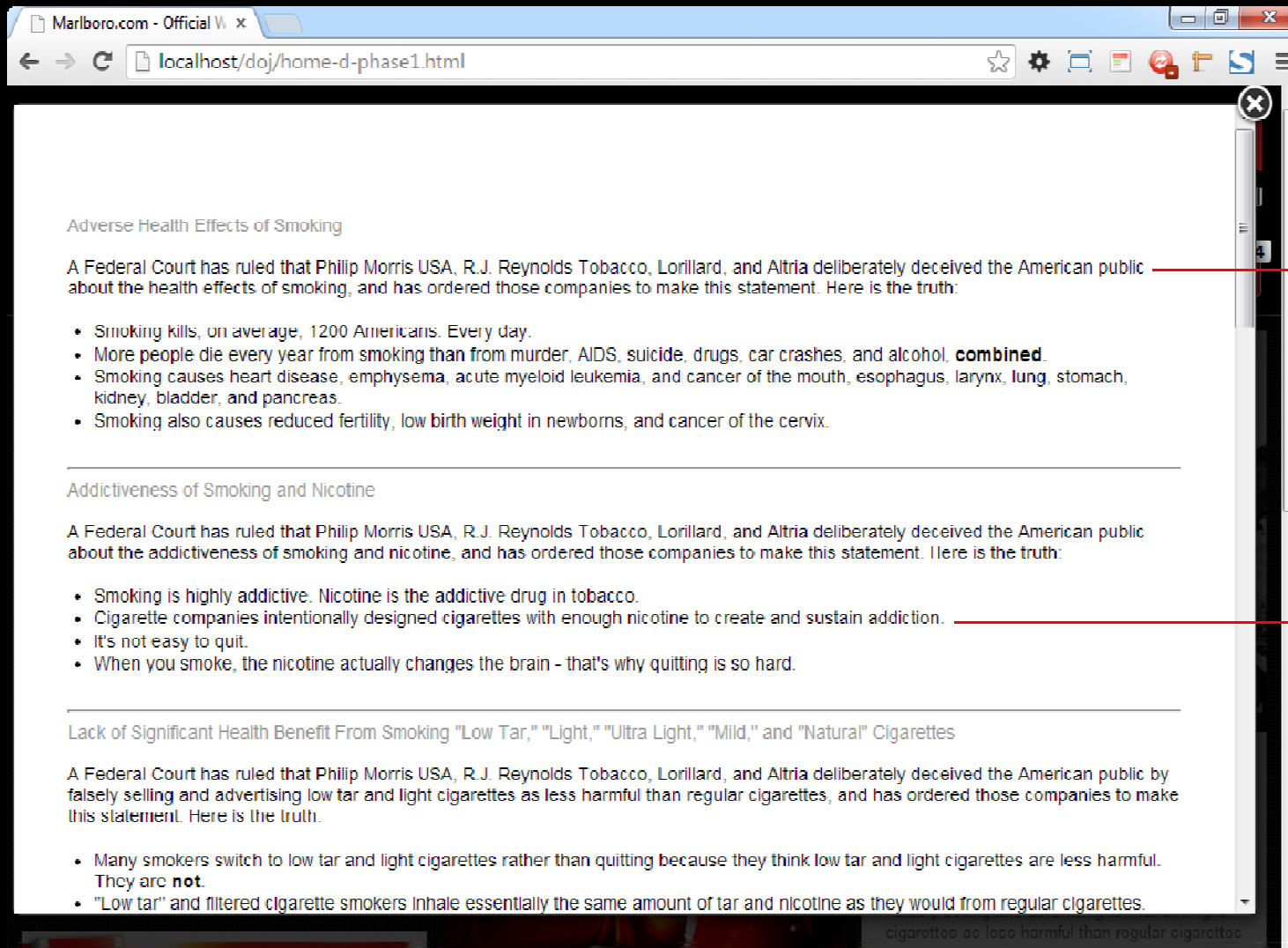
Verdana 8 points  
Leading 13 points  
Tracking 0 points  
Created with Windows 7 OS using a  
default setting of 96 dpi



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



# Desktop - Overlay

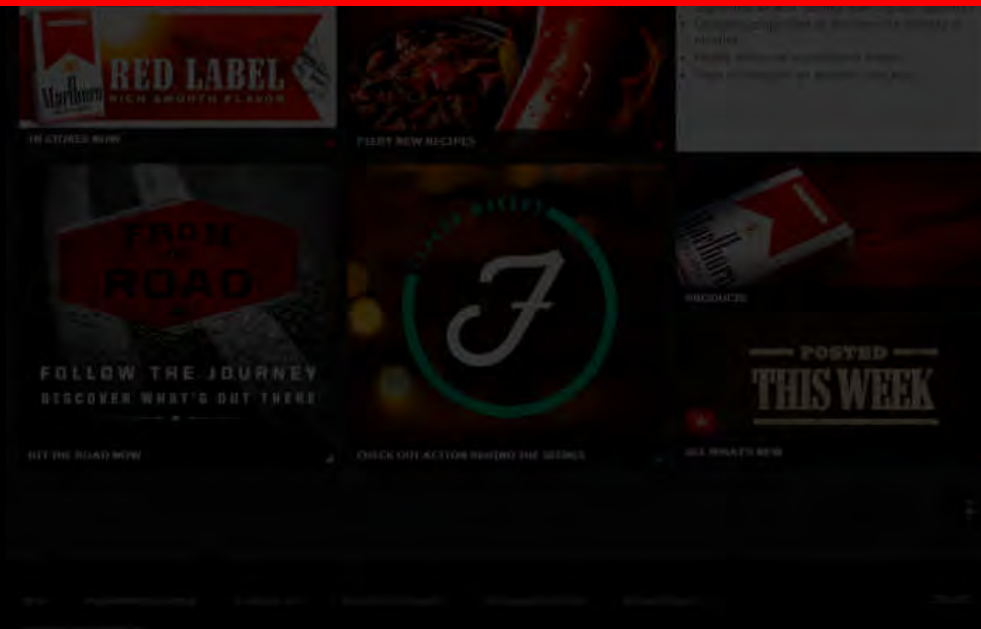
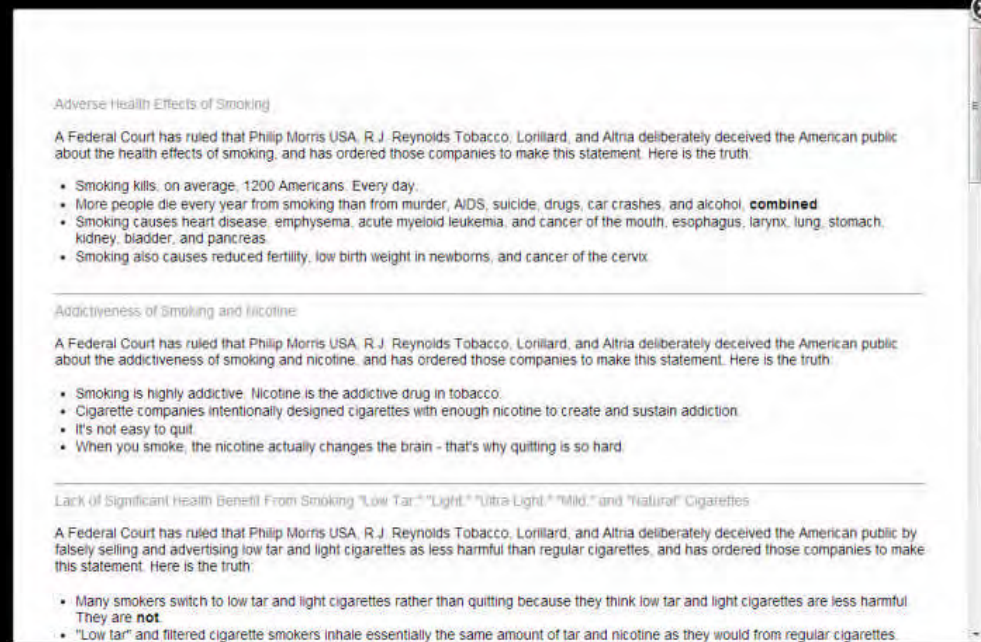


Arial 14px  
Leading 17px  
Tracking 0px

Arial 14px  
Leading 17px  
Tracking 0px

Overlay Window Size:  
963x618 pixels

# Desktop - Overlay



Overlay Window Size:  
963x618 pixels



# Mobile

SURGEON GENERAL'S  
WARNING: Smoking By  
Pregnant Women May Result  
in Fetal Injury, Premature  
Birth, And Low Birth Weight.



COURT ORDERED  
CORRECTIVE STATEMENTS

Verdana 10 points  
Leading 16 points  
Tracking 0 points  
Created with a Windows 7 OS  
using a default setting of 96dpi



320X480 pixel window on desktop monitor

# Mobile - 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.

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## Addictiveness of Smoking and Nicotine

A Federal Court has ruled that Philip Morris

Arial 14px  
Leading 19px  
Tracking 0px

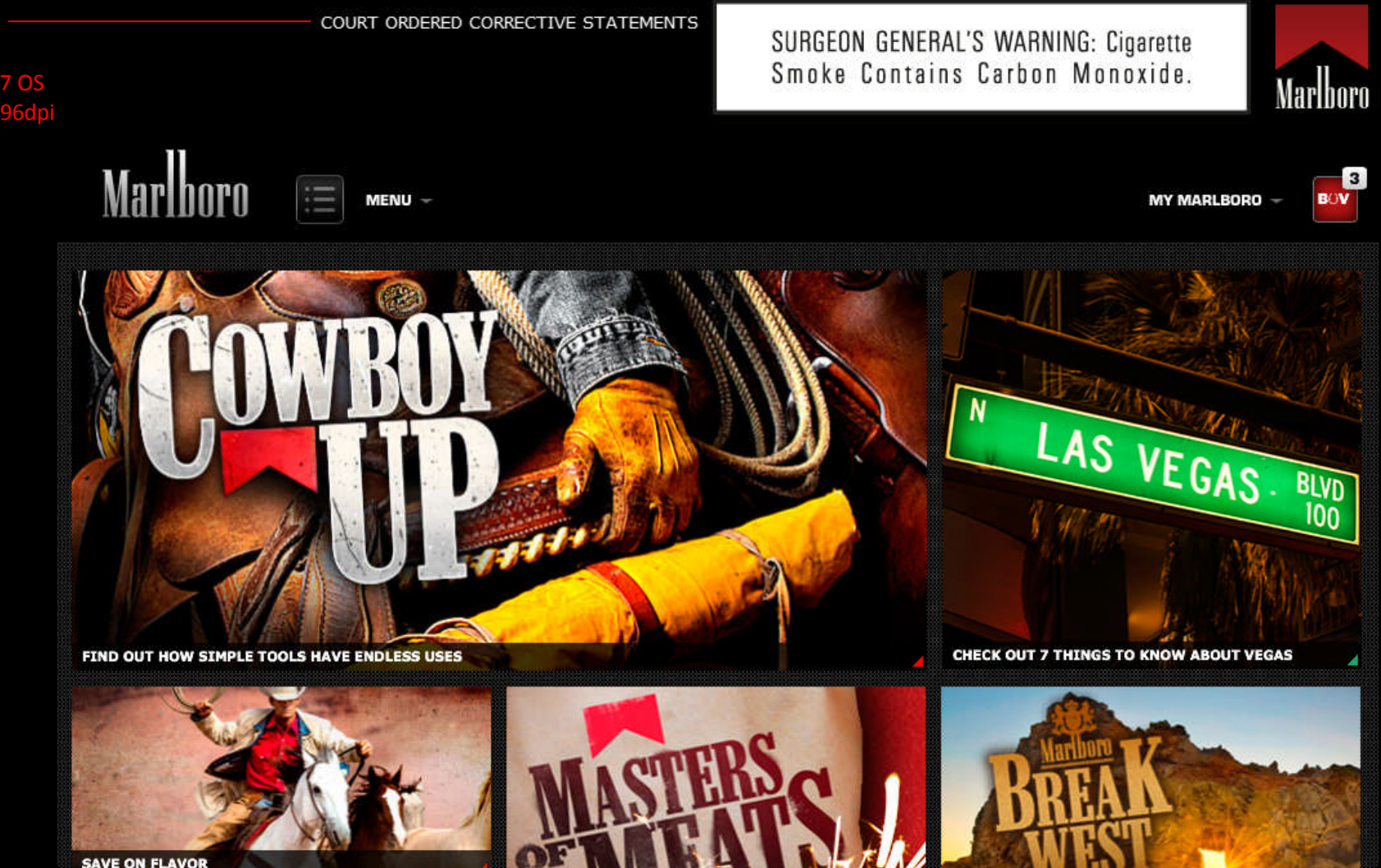
Arial 14px  
Leading 17px  
Tracking 0px

Overlay Size:  
320x480 (pixels)



# Tablet

Verdana 10 points  
Leading 16 points  
Tracking 0 points  
Created with a Windows 7 OS  
using a default setting of 96dpi



Device Used: iPad 2  
Screen Resolution: 1024x768 (pixels)

# Tablet - Overlay

## Adverse Health Effects of Smoking

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Arial 14px  
Leading 19px  
Tracking 0px

Arial 14px  
Leading 19px  
Tracking 0px

## 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

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:

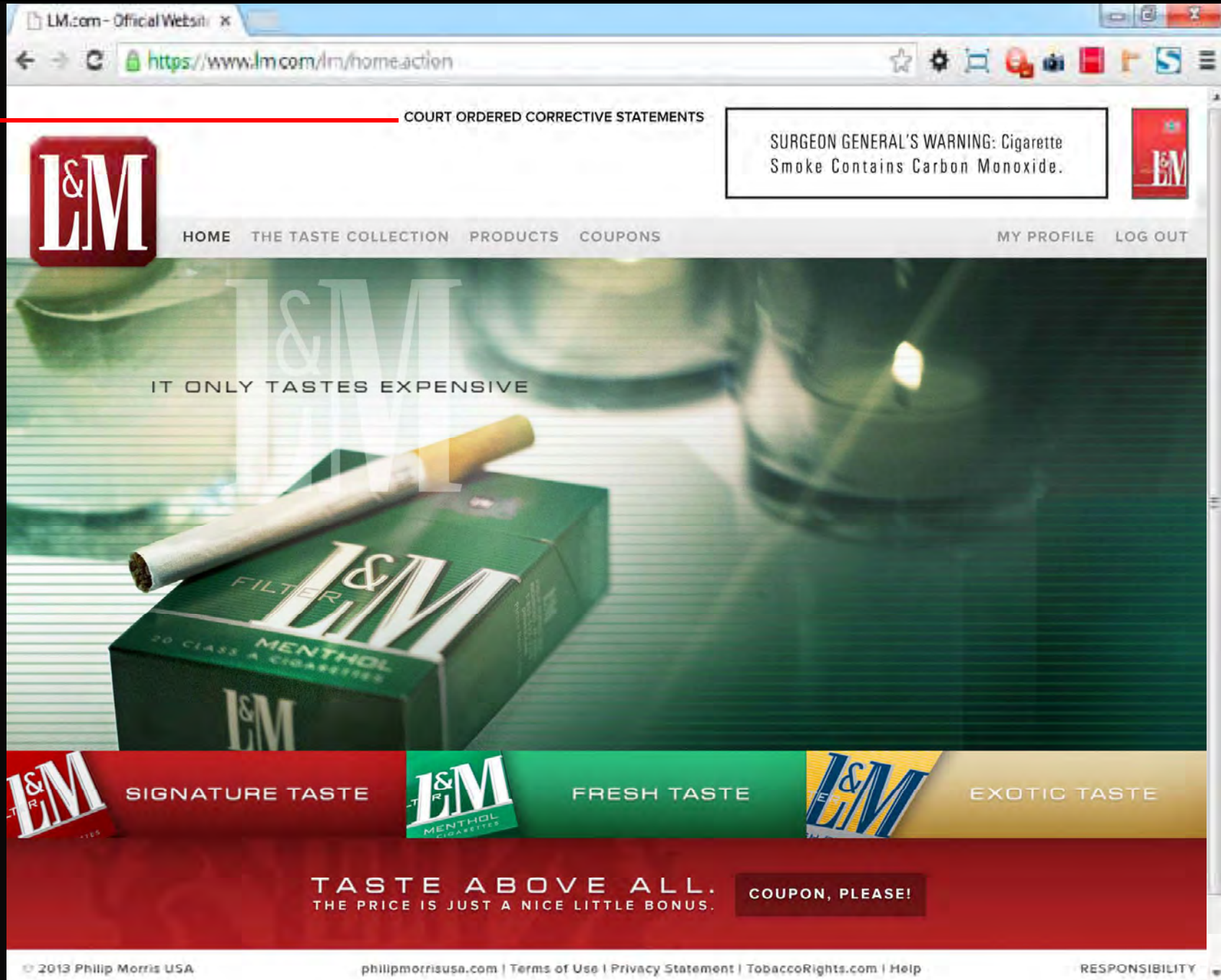
- Many smokers switch to low tar and light cigarettes rather than quitting because they think low tar and light cigarettes are less harmful. They are **not**.
- "Low tar" and filtered cigarette smokers inhale essentially the same amount of tar and nicotine as they would from regular cigarettes.
- **All** cigarettes cause cancer, lung disease, heart attacks, and premature death - lights, low tar, ultra lights, and naturals. There is no safe cigarette.

Overlay Size: 1024x672 (pixels)



# Desktop

Proxima  
Nova  
Semibold  
11px  
Tracking  
0px

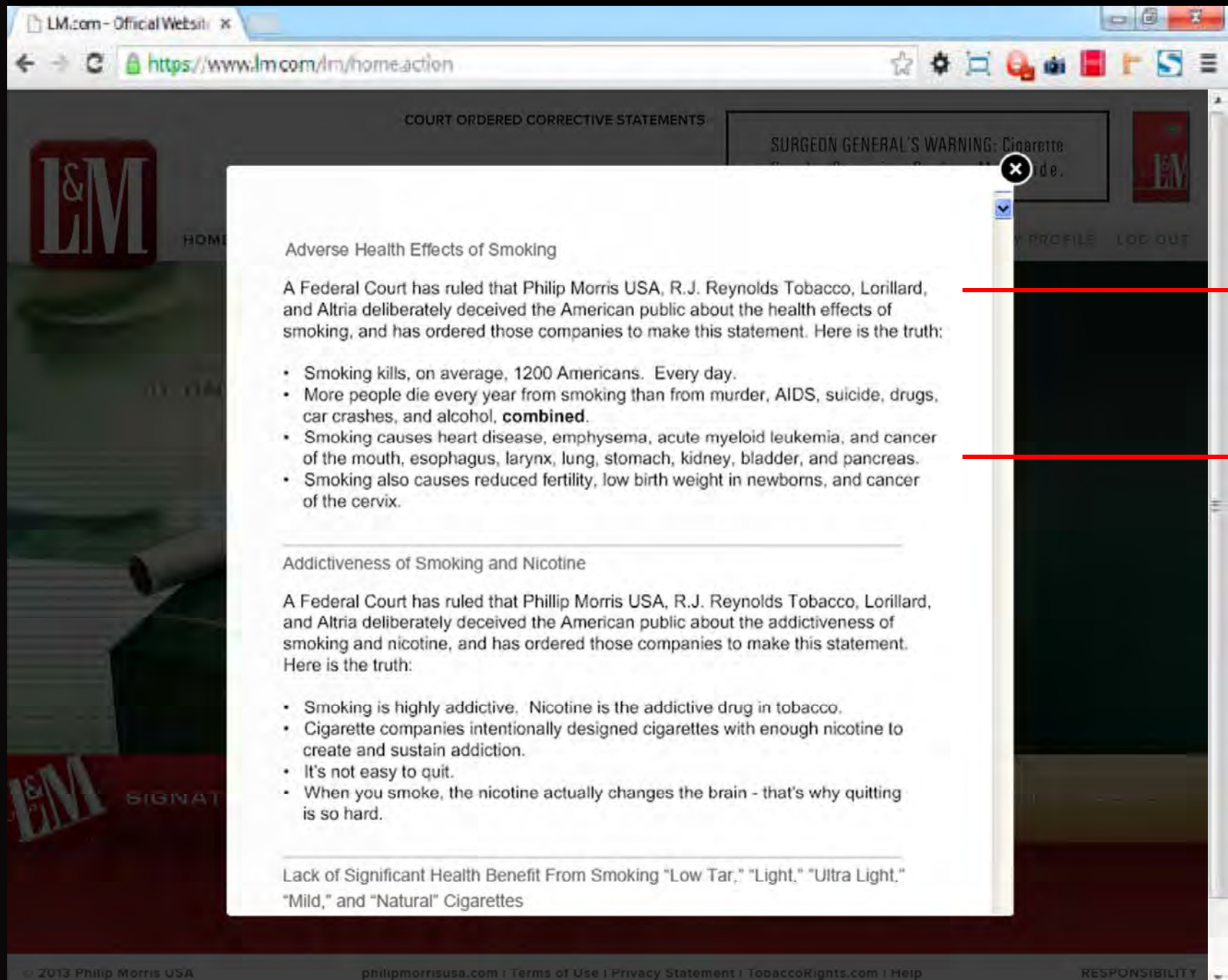


Monitor Size: 17"

Screen Resolution: 1024x768 (pixels)

Browser: Google Chrome

# Desktop – Overlay

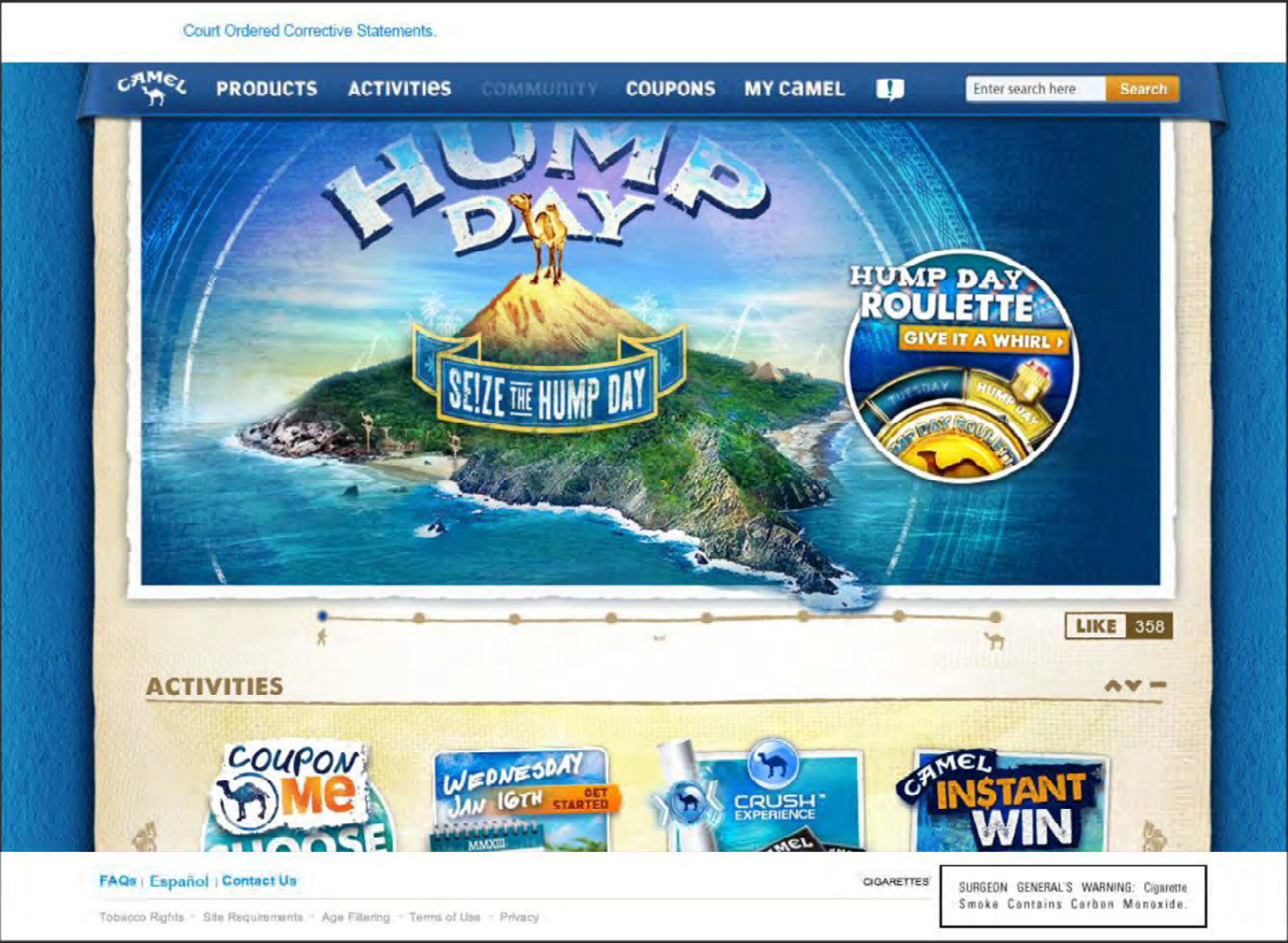


Arial  
14px  
Leading  
17px  
Tracking  
0px

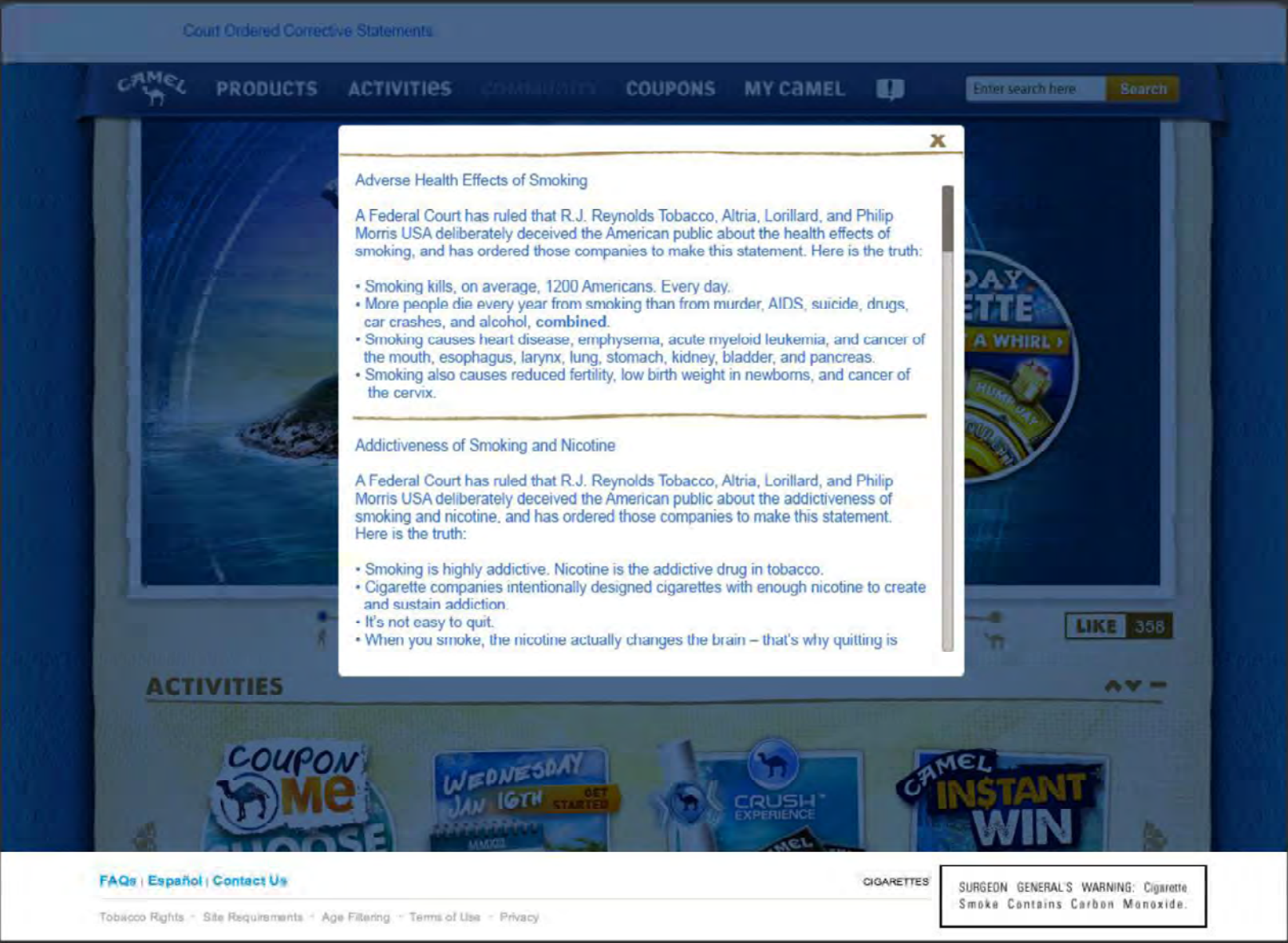
Arial  
14px  
Leading  
17px  
Tracking  
0px

Overlay Total Size:  
629x600 (pixels)



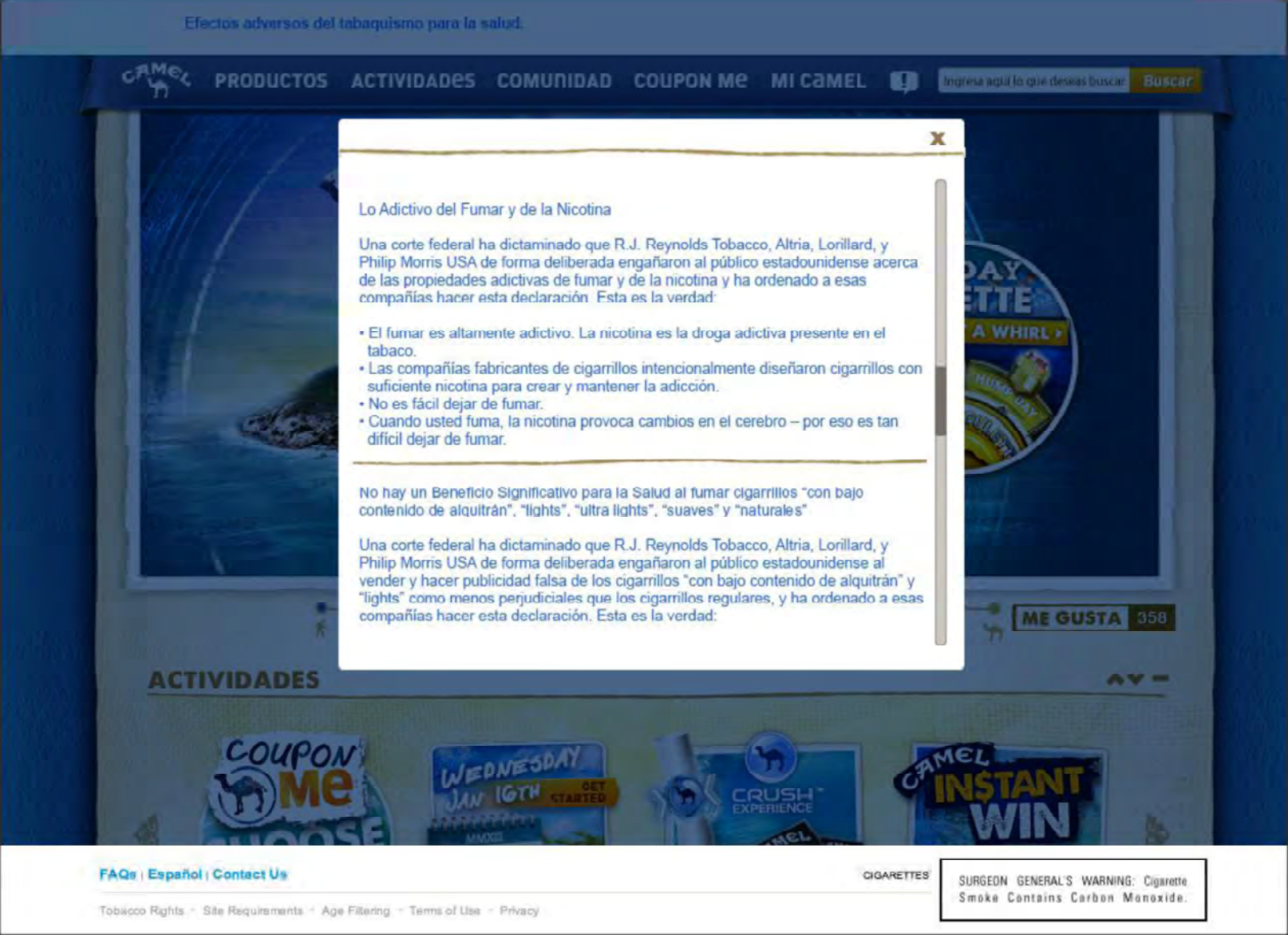
















# Newport Pleasure Website (Menthol) - Phase 3 - Year twelve and thereafter



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

[PRODUCT](#) [FAQS](#) [PRIVACY POLICY](#) [COURT ORDERED CORRECTIVE STATEMENTS](#) [HELP](#)

[HOME](#) [ABOUT YOU](#) [OUR WORLD](#) [NEWPORT PLEASURE PLAY®](#) [SWEEPS](#)





**WHEEL OF pleasure™**  
sweeps ends 10/31/13


ENTER

**For your chance at a 2014 Ford Mustang!**


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**Update your mailing address!**





**Don't let FDA ban menthol cigarettes**

Newport®, pleasure!® (logo), Newport pleasure!® (logo), Newport Pleasure Play® (logo), Newport Pleasure Payday®, Newport Pleasure Draw®, Newport Wheel of Pleasure®, The World of Newport Pleasure®, Menthol Gold®, Menthol Blue®, spinner design, package design and other trade dress elements are trademarks of Lorillard Licensing Company LLC. © 2013 Lorillard

**LORILLARD DOCUMENTS**



# Newport Pleasure Website (Menthol) - Phase 3 - Year twelve and thereafter

Newport

HOME

OF

ENTER

Update  
me  
ad

Don't let

Newport® pleast  
Pleasure Draw®  
design, package

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**.
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- 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  
isease,  
regnancy.

ENTS HELP

SWEEPS

MENTS







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

#000000

### Fold line

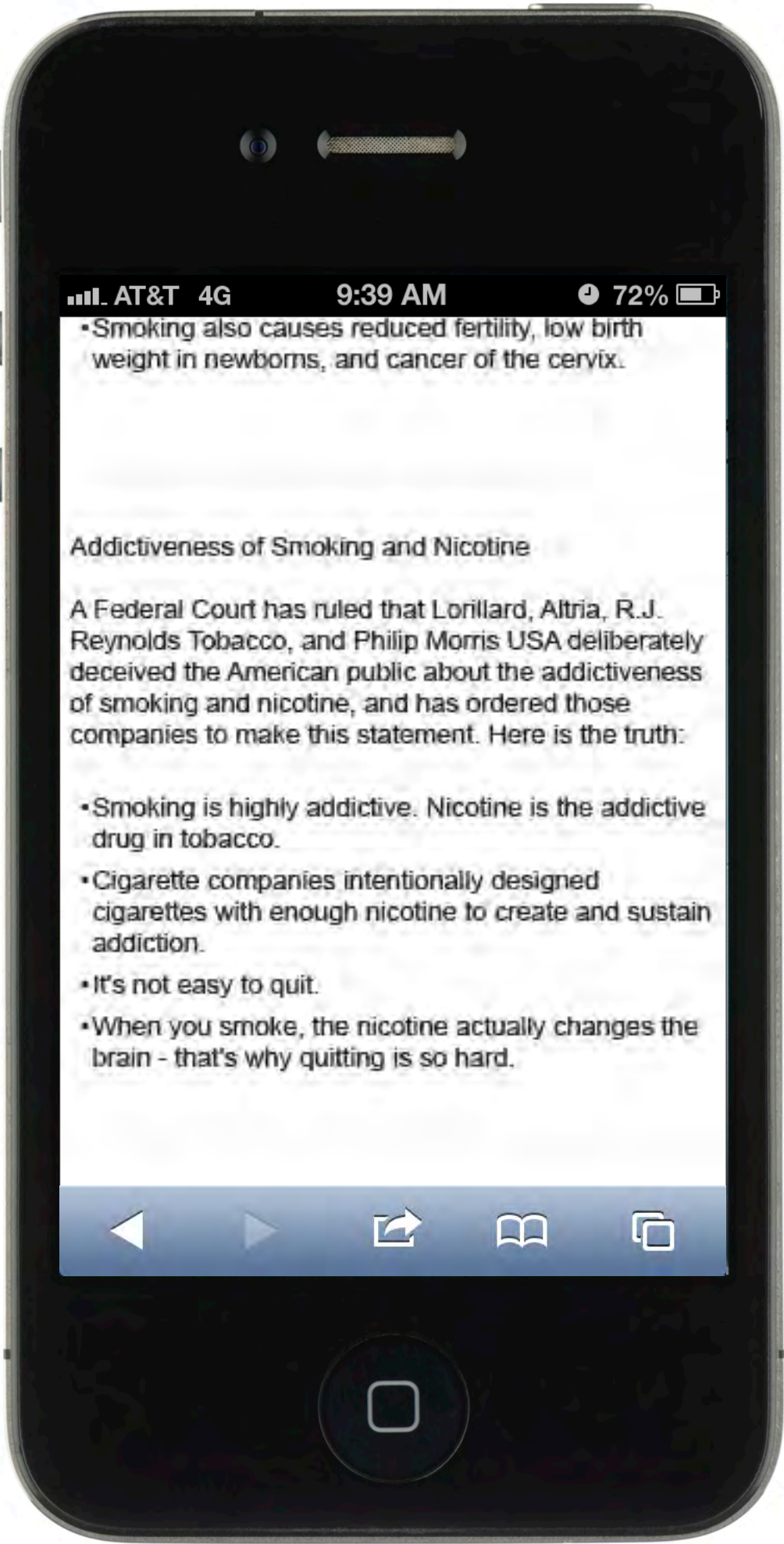
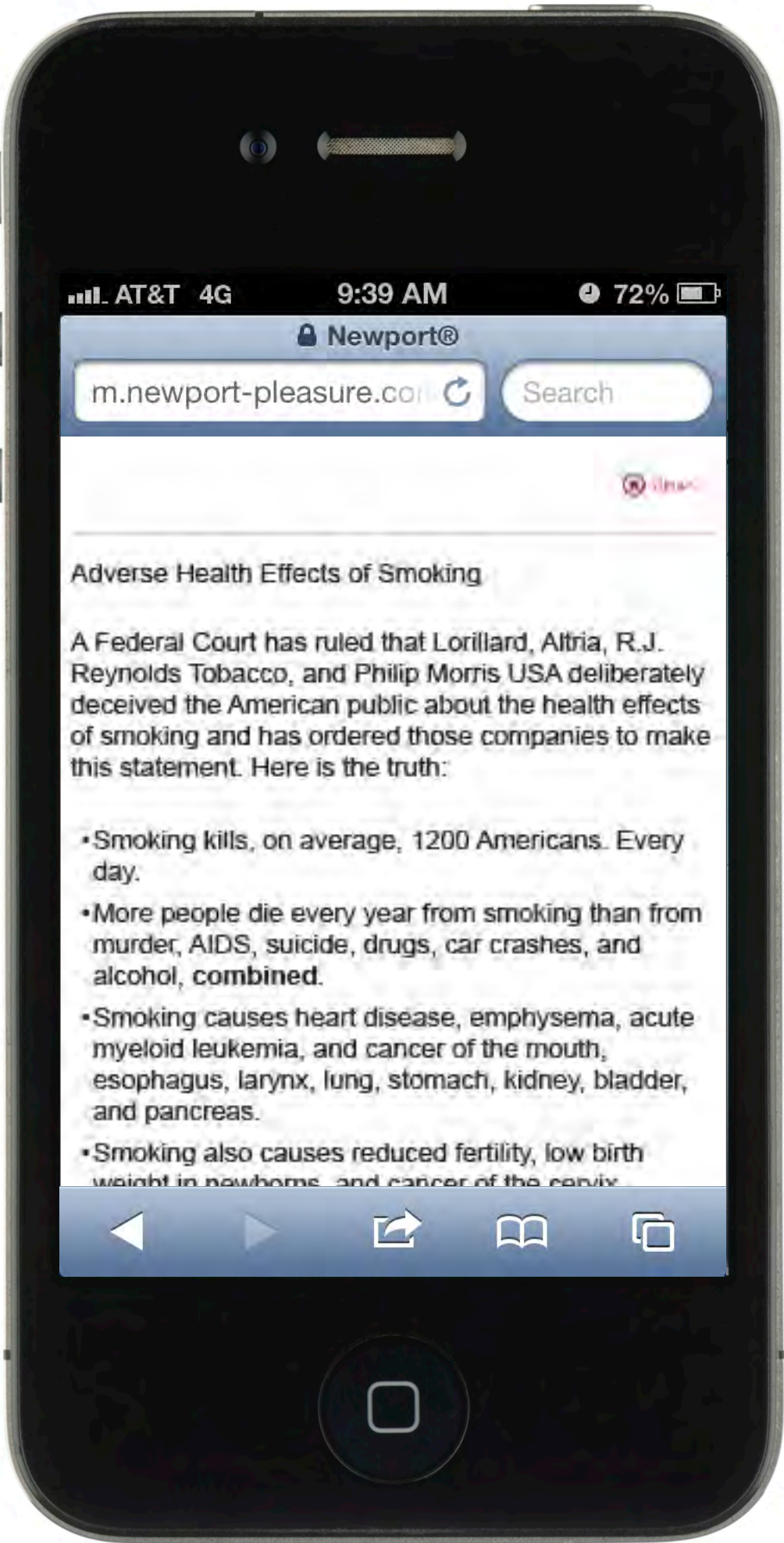


Newport Pleasure Mobile (Non-Menthol)  
Phase 3 - Year twelve and thereafter





Newport Pleasure Mobile (Non-Menthol)  
Phase 3 - Year twelve and thereafter





Newport Pleasure Mobile (Non-Menthol)  
Phase 3 - Year twelve and thereafter





Newport Pleasure Mobile (Non-Menthol)  
Phase 3 - Year twelve and thereafter

AT&T 4G9:39 AM72%

Newport®

m.newport-pleasure.comSearch

Adverse Health Effects of Smoking

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Addictiveness of Smoking and Nicotine

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

A Federal Court has ruled that Lorillard, Altria, R.J. Reynolds Tobacco, 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 nicotine as they would from regular cigarettes.
- All** cigarettes cause cancer, lung disease, heart attacks, and premature death - lights, low tar, ultra lights, and naturals. There is no safe cigarette.

Manipulation of Cigarette Design and Composition to Ensure Optimum Nicotine Delivery

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

- Defendant tobacco companies intentionally designed cigarettes to make them more addictive.
- Cigarette companies control the impact and delivery of nicotine in many ways, including designing filters and selecting cigarette paper to maximize the ingestion of nicotine, adding ammonia to make the cigarette taste less harsh, and controlling the physical and chemical make-up of the tobacco blend.
- When you smoke, the nicotine actually changes the brain - that's why quitting is so hard.

Adverse Health Effects of Exposure to Secondhand Smoke

Overlay:

Total Size:  
320 x 3890 pixels

Viewable area:  
320 x 480 pixels

Color:  
#FFFFFF

Fonts:

Character:  
Arial Regular 12 pixels

Leading: 15 pixels

Bolded words:  
Arial Bold 12 pixels

Space before next  
bullet: 5 pixels

Font color:  
#000000



Public Document Site

172.20.1.139:8080/phase3/#Home

links help support privacy statement


**PhilipMorrisUSA**  
Public Document Site

Home Search Documents and Logs Links Help Updates and Indices Court Ordered Corrective Statements

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](#) →

#### Links

Provides links to third party tobacco related resources.

#### Support

Send technical questions to the webmaster.

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.

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**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.

**Site Content:** The documents on this website contain proprietary information owned by PM USA or its vendors, as well as information that may impact the privacy rights or concerns of various individual employees, vendors, customers and other persons. [See full Website Privacy Statement](#)

Public Document Site Case 1:99-cv-02496-GK Document 6021-10 Filed 01/10/14 Page 34 of 39

172.20.1.139:8080/phase3/#Home

# Philip Morris USA Public Document

Home Search Documents

## Welcome

This Website administrates cigarettes of 1015") public - Remand,

**Search**  
Provides basic search, view

**Help**  
Provides extra website. [click](#)

Documents of or better. Click

Scheduled 1 a.m. Easter

Site Content information persons. [See](#)

### 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.

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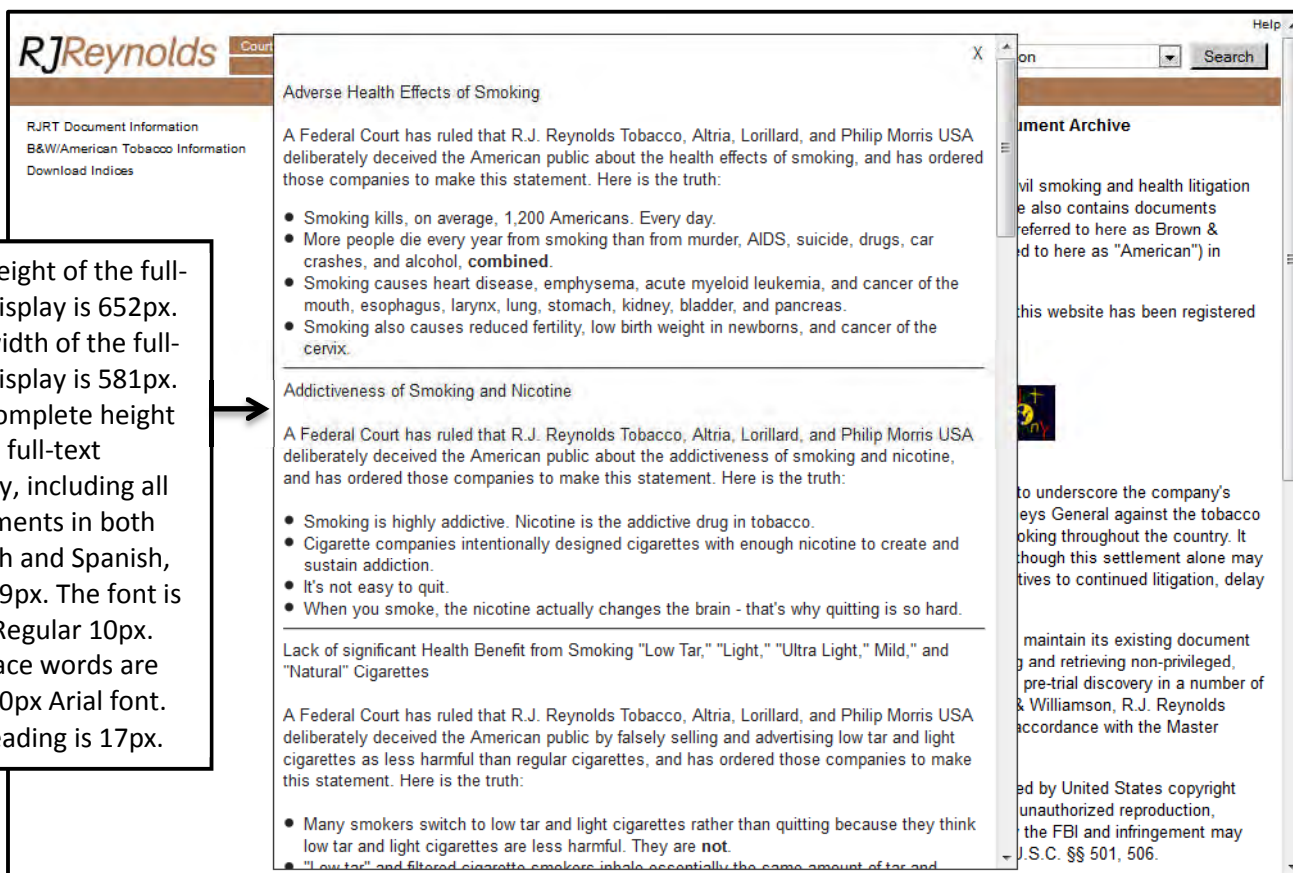
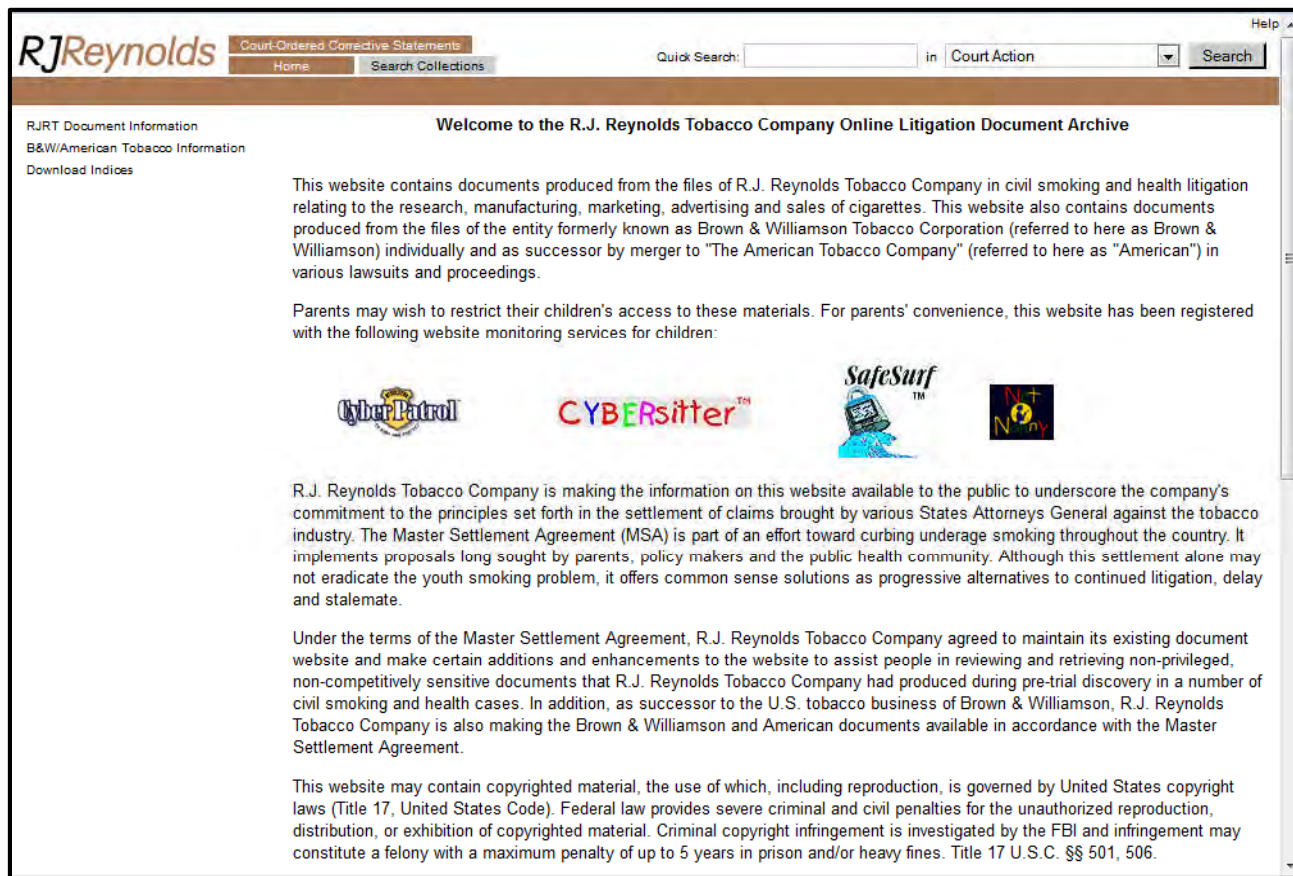
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Browser: Google Chrome  
Monitor size: 17"; Resolution: 1024x768  
Font: All text, Arial, Regular, 14px  
Tracking = 0px  
Box size: 583px by 646px




# Phase 3 – Year 12 and thereafter



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 3 - Year twelve and thereafter



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## Welcome to the Lorillard Tobacco Company Document Site

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

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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.

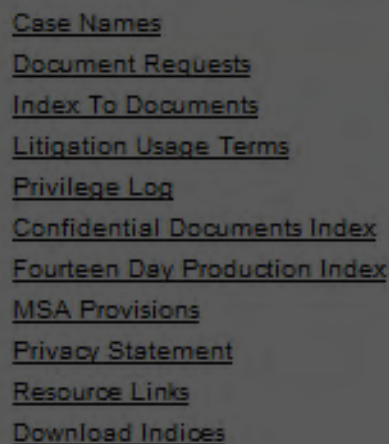
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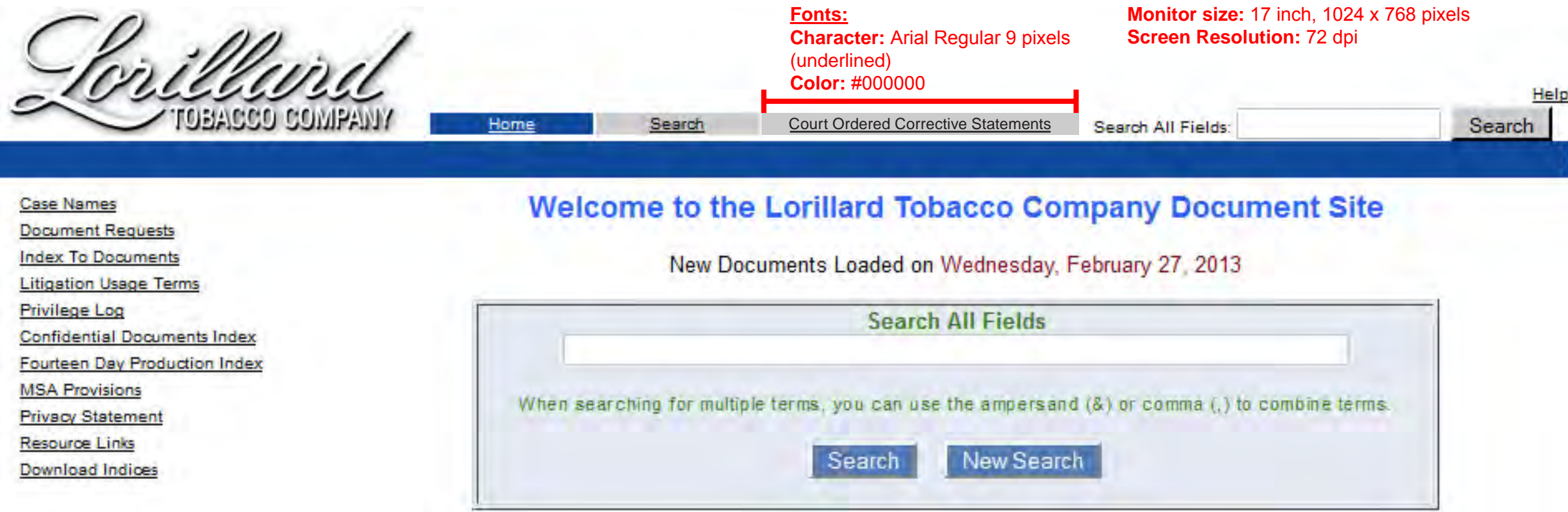
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