

# Exhibit F

Website exemplars - Phase 1 - Mobile  
Version for Responsive Design

# Mobile

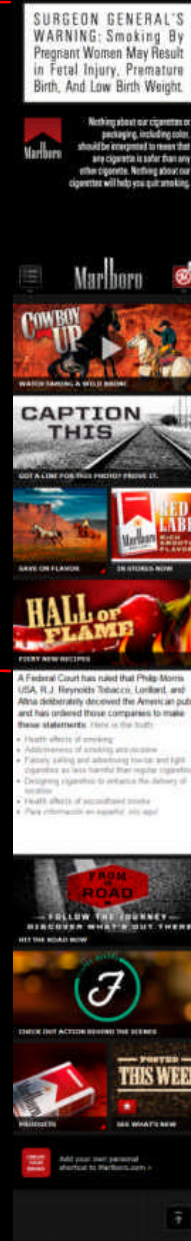


Arial 15px  
Leading 38px  
Tracking 0px

Arial 13px  
Leading 34px  
Tracking 0px

# Pixel Measurements

1111 Pixels



SURGEON GENERAL'S

# Tile Specifications

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*

Arial 15px  
Leading 19px  
Tracking 0px

Arial 13px  
Leading 17px  
Tracking 0px

Tile Size:  
320 x 300 (pixels)

"Here is the truth:" and  
bulleted text:  
Color: #787878

# 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

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.

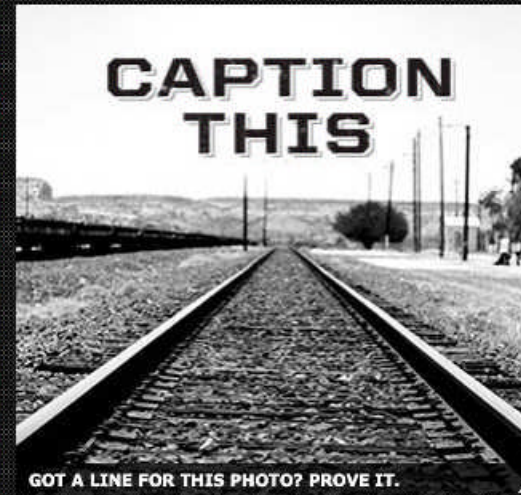


Marlboro



MENU

MY MARLBORO



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- Health effects of smoking
- Addictiveness of smoking and nicotine

Arial 15px  
Leading 19px  
Tracking 0px

Arial 13px  
Leading 19px  
Tracking 0px

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

# Tablet– Tile Dimensions

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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*

Tile Size:  
325x300 (pixels)

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



# 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