

Our position, word by word.

# Minors



No one should be allowed to sell cigarettes to minors. Minors should not smoke. Period.

That is our position.

That's why Philip Morris developed a comprehensive national program to prevent sales of cigarettes to minors.

The program, called "It's The Law," reiterates to retailers and to their employees that it is illegal to sell cigarettes to minors.

We all have a role to play in this effort: Educators. Lawmakers. Parents. Communities. And, of course, the tobacco industry.

At Philip Morris, we will continue to work with our retailers on this important issue.

For a free copy of our booklet, *Smoking Issues*, which contains more information about the "It's The Law" program as well as information on other issues relating to smoking, please call us at 1-800-852-3445, Ext. 219.



**We want you to know  
where we stand.**

**Facts Matter**

Philip Morris has taken legal action more than 1,800 times in cases where our tobacco brand logos were used illegally, often on products intended for use by minors.