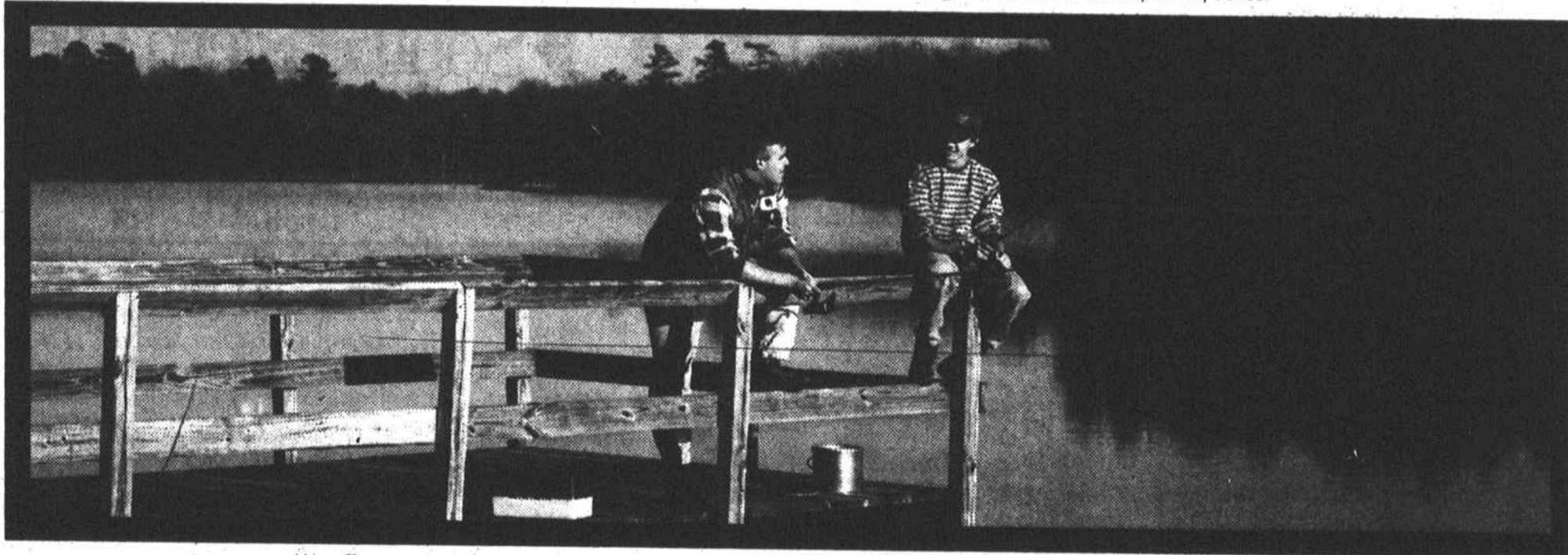


Our program, "Right Decisions, Right Now," teaches kids to say no to cigarettes, and to resist peer influence.



We offer parents, both smokers and non-smokers, brochures which help them talk to their kids about not smoking.



To make it tougher for minors to buy cigarettes, our program "Support The Law. It Works." provides signs and training videos to retailers.

## ACTION SPEAKS LOUDER THAN WORDS. WHAT THE R.J.REYNOLDS TOBACCO COMPANY IS DOING TO DISCOURAGE KIDS FROM SMOKING.

R.J.Reynolds Tobacco Company does not, under any circumstances, want kids to smoke. It's also the law. In the U.S. it's illegal to sell cigarettes to anyone under the age of 18. That's why R.J.Reynolds Tobacco Company has created a number of programs designed to discourage and reduce underage smoking.

Our "Support The Law. It Works." program helps retailers make it tougher for kids to buy cigarettes. So far, more than 50,000 retail outlets have received our display materials, training videos or information for their staff. More than 600 law-enforcement agencies have responded. And the U.S. Junior Chamber of Commerce has incorporated the materials as part of their youth non-smoking initiative.

We know regular compliance checks to ensure retailers are upholding age restrictions work. In fact, a recent study\* indicates clearly that enforcement of minimum age restriction laws currently on the books can reduce sales of cigarettes to minors by at least

half. And when it comes to sampling programs, R.J.Reynolds' policy, like that of all American tobacco manufacturers, prohibits the distribution to anyone underage.

Our "Right Decisions, Right Now." educational program helps teach school children to say no to peer influences that might lead them to smoke. It provides teachers with posters and teaching aids, (none of which identifies R.J.Reynolds), parents with brochures designed to help them discuss smoking issues with their children, and offers Public Service TV messages. More than 10,000 middle and junior high schools are using elements of the program, reaching more than 3.3 million students, and we continue to distribute more.

This message is brought to you in the interest of an informed debate by R.J.Reynolds Tobacco Company. To receive a free 12-page brochure and Youth Education Kit, call 1-800-366-8441.

**TOGETHER, WE CAN WORK IT OUT**

\*Retailer Education Study, Denver, CO, 1994. Dr. P. John Lymberopoulos, University of Colorado at Boulder.