

# Exhibit 3

## Newspaper exemplars

October 2, 2017

Statement A: Adverse Health Effects of Smoking (PDF pages 2-3)

Statement B: Addictiveness of Smoking and Nicotine (PDF pages 4-5)

Statement C: Lack of Significant Health Benefits from Smoking Light/Low-Tar (PDF pages 6-7)

Statement D: Manipulation of Cigarette Design (PDF pages 8-9)

Statement E: Adverse Health Effects of Exposure to Secondhand Smoke (PDF pages 10-11)

Live: 9.55" x 19.0"  
Trim: 11.55" x 21.0"  
Bleed: N/A  
Scale: 1.0" = 1.0"  
Printing: 1/C

Advertising Area (Trim): 11.55" x 21.0" = 242.55 sq. in.

THE NEW YORK TIMES, SUNDAY, JULY 10, 2016

A7

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

- 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.

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 Light  
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A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the addictiveness of smoking and nicotine.

- **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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A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about low tar and light cigarettes being as harmful as regular cigarettes.

- 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 “light” 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.

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A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about designing cigarettes to enhance the delivery of nicotine.

- **Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA 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.**

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- **Secondhand smoke kills over 38,000 Americans each year.**
- **Secondhand smoke causes lung cancer and coronary heart disease in adults who do **not** smoke.**
- **Children exposed to secondhand smoke are at an increased risk for sudden infant death syndrome (SIDS), acute respiratory infections, ear problems, severe asthma, and reduced lung function.**
- **There is no safe level of exposure to secondhand smoke.**

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