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STATEMENT BY ATTORNEY GENERAL SPITZER REGARDING THE
TERMINATION OF AN R.J. REYNOLDS PROMOTION

“I’m pleased that the R.J. Reynolds Company has agreed to terminate its “Drinks on Us” marketing program. What made this promotion especially egregious was the fact that a tobacco company was encouraging young people to both smoke and binge drink. This was a serious lapse in judgement by the company. Hopefully, however, this experience will make R.J. Reynolds and other tobacco companies think twice about their promotions in the future.”