

MEDIA INFORMATION

Embargoed until 00:01 on Saturday 6th April 2013



JTI Plain Packaging Advertising Campaign

United Kingdom, (6th April 2013) – Last week the Scottish Government announced that after careful consideration of the UK wide consultation on plain packaging it would support its introduction based on the “available evidence”. However, email correspondence obtained using a Freedom of Information request shows that in 2011 even the Department of Health accepted that these proposals are not supported by any hard evidence.

JTI will publish the third phase of its advertising campaign on plain packaging on Monday 8th April 2013 in major national newspaper and magazine titles, which will show the results of the Freedom of Information request to inform the Scottish public of the facts in this debate.

Commenting on the announcement, Jorge da Motta, Managing Director of JTI UK said:

“We are using this media campaign to demonstrate that in 2011 even the Department of Health accepted that these proposals are not supported by any hard evidence.

“We hope common sense will prevail and that the Scottish Government will disregard this proposal, before embarking on a process which will do nothing more than deprive the Treasury of much needed revenue and make hundreds of millions of pounds for the criminals who manufacture, distribute and sell illegal tobacco products.

“We have always argued that plain packaging will not prevent children from smoking, but enforcing existing initiatives such as ‘No ID, No Sale’, application of the law that punishes those who buy tobacco on the behalf of children and cutting the illegal supply chain, can work.”

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JTI is a member of the Japan Tobacco Group of Companies, a leading international tobacco product manufacturer. It markets world-renowned brands such as Winston, Mild Seven and Camel. Other global brands include Benson & Hedges, Silk Cut, Sobranie, Glamour and LD. With headquarters in Geneva, Switzerland, and core revenue of USD 11.8 billion in the fiscal year ended December 31, 2012, JTI has operations in more than 120 countries and about 25,000 employees. For more information, visit www.jti.com.