

CORRECTIVE STATEMENTS TIP LINE FREQUENTLY ASKED QUESTIONS

Background:

For more information about the corrective statements and the legal history of this court case, please visit: tfk.org/tobaccoracketeers

HOW DO I REACH THE TIP LINE?

To submit a tip by text message, dial 877-749-TIPS (8477) and text "TIP."

To submit a tip online, go to tobaccosigntipline.com using a mobile or desktop device.

WHAT IF I DON'T SPEAK OR READ ENGLISH?

Both the text-based and web-based tip lines have both English and Spanish versions. Other languages are not available.

WHICH STORES ARE REQUIRED TO DISPLAY CORRECTIVE STATEMENT SIGNS?

These signs must be displayed in every "participating retailer location." The cigarette manufacturers have more than 220,000 stores under contract, but not this is not inclusive of every store that sells tobacco.

A complete list of stores can be found at tobaccofreekids.org/tobaccoracketeers. You can also search for stores using the tip line website.

WHAT DO THE COURT-ORDERED CORRECTIVE STATEMENT SIGNS LOOK LIKE?

View the corrective statements here: <https://www.justice.gov/civil/consumer-protection-branch/case/philip-morris/settlement-images>

There are 17 different health warning statements, which will be evenly distributed among the stores covered by the Consent Order. These signs will also be posted in Spanish in areas with high numbers of Spanish-speakers.

WHERE MUST SIGNS BE DISPLAYED IN EACH COVERED STORE?

In most stores, a corrective statement sign must be displayed immediately above or adjacent to the main "merchandizing set" (the wall display of cigarette packs). If that is not possible because of the layout of the store, a sign must be displayed in a highly visible place either by the store entrance or near the cash register. In small "kiosk" stores that cannot be entered, a sign must be placed in a highly visible place by the sales window. There are special rules for duty-free shops and QuikTrip stores.

HOW MANY SIGNS MUST BE DISPLAYED?

At least one corrective statement sign must be properly displayed in every store covered by the Consent Order. If the merchandizing set is more than nine feet wide, the store must display a second sign, subject to the same placement rules as the first sign. About 10% of all covered stores will be subject to this requirement. If a store displays signs promoting the sale of "covered brands" such as Marlboro, Newport or Camel

outside the merchandizing set, the store must display a highly visible sign within 48" of the customer entrance.

WHEN SHOULD I SUBMIT A TIP?

If you visit a store covered by the Consent Order and do not see a highly visible corrective statement sign either adjacent to the display of cigarette packs or near the checkout counter, you should submit a tip.

If you do see a sign, but it has been blocked from view or altered in any way, you should submit a tip.

WILL ANYONE KNOW THAT I SUBMITTED A TIP?

No: the tip line will not ask you for any identifying information.

FOR HOW LONG MUST STORES CONTINUE TO DISPLAY THESE SIGNS?

The Consent Order requires each store to display corrective statement signs for a total of 21 months – from October 1, 2023 through June 30, 2025. Store signs will be rotated on July 1, 2024.

HOW WILL COMPLIANCE BE MONITORED?

The Consent Order requires the Manufacturers to appoint and pay for an independent auditor approved by the government and the intervenors. FTI is the independent auditor.

During four separate audit periods, the auditor will conduct in-person audits at 6,000 randomly-selected stores to monitor compliance. The auditor will also conduct in-person audits of up to 4,000 additional stores where noncompliance is suspected on the basis of previous audits or on the basis of tips submitted on the tip line.

The public can also use the tip line to report stores they suspect are out of compliance with the Consent Order.

WHY IS THE TIP LINE IMPORTANT?

The tip line provides an indispensable opportunity for the public to assist the independent auditor in monitoring compliance. Citizens who fear that stores in their cities, towns or neighborhoods will not comply with the Consent Order can do their own informal "audits" of stores and then use the tip line to report any suspected noncompliance to the auditor. Tips can point to particular stores that should be the subject of future in-person audits.

WHAT WILL HAPPEN TO THE STORE?

If the store fixes the problem and properly displays corrective statement signs, nothing more will happen to the store. If the store is later discovered to be in violation, an escalating series of penalties may apply.

WHAT WILL HAPPEN TO THE MANUFACTURERS?

If there is widespread noncompliance with the Consent Order, the manufacturers could be ordered to pay a civil penalty to the government.