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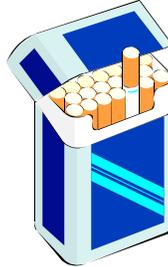
"Leadership, Partnership, and Championship"

Philip Morris Loses Lawsuit

An Illinois judge orders the tobacco giant to pay \$10.1 billion over claims that it deceived smokers into believing lower-tar cigarettes are safer.

By Myron Levin

Los Angeles Times, Saturday, March 22, 2003



Tobacco giant Philip Morris USA suffered an immense defeat Friday when an Illinois judge ordered the company to pay \$10.1 billion in damages for misleading smokers into believing that low-tar cigarettes are safer than regular brands. The verdict, which Philip Morris said it would appeal, marked a successful start for a new line of legal attack that could embroil cigarette makers in class-action cases for years to come.

Nearly identical lawsuits have been filed in 11 states against top cigarette makers, with more on the way. Each claims that the companies violated state consumer protection laws by failing to deliver on a promise of lower health risks with "light" cigarettes. Four of the pending cases have been granted class-action status -- two against Philip Morris and one each against R.J. Reynolds Tobacco Co. and Brown & Williamson Tobacco Corp. RJR and B&W face trials in the same venue -- the circuit court of Madison County, Ill., near St. Louis -- where Philip Morris on Friday suffered its defeat.

Judge Nicholas Byron ordered the company to pay \$7.1 billion in compensatory damages to reimburse about 1.1 million Illinois consumers who bought Marlboro Lights and Cambridge Lights in recent decades.

Byron also ordered Philip Morris to pay \$3 billion in punitive damages to the state. He set aside 25% of the compensatory award, or \$1.75 billion, for attorneys' fees and expenses. The damage award is believed to be the second-largest in a class-action case -- behind the \$144.8-billion verdict against cigarette makers in the Engle case in Florida, which is on appeal. For additional information visit: http://www.altria.com/download/pdf/Miles_Judgement_21March03.pdf

Best Wishes to Mark

Long on his Mobilization to Active Duty!



Dr. Mark Long, NEHC
Health Promotion

Program Manager for Tobacco, Stress, and Suicide was recently recalled to Active Duty in support of the war effort. He will serve as a Navy psychologist with a Surgical Company, Bravo, 4th Medical Battalion. On March 18, Mark left NEHC on a military leave of absence to begin activation processing in Washington DC, followed by intermediate duty assignments at Camp Pendleton, and then on to his ultimate duty assignment in Kuwait. We want to acknowledge Mark's contribution and commitment to his country and wish him well during these challenging times.

During his absence, please know that other staff members will continue to support his programs. Please contact Ms. Diana Settles at: settlesd@nehc.med.navy.mil for general tobacco topics, Steve Heaston at heastons@nehc.med.navy.mil for information on the Tobacco Use Cessation (TUC) Clinical Practice Guidelines (CPG) and CDR Kevin Kennedy (PERS 6) at kevin.kennedy1@navy.mil for stress management and suicide prevention. Our NEHC admin staff at 757-953-0975/6 can always direct you to the best person for any of your questions.

If you would like to send a note to contact Mark, his deployment address is:
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"Every minute you spend in planning saves 10 minutes in execution; this gives you a 1,000 percent return on energy!" - Brian Tracy