

PHILIP MORRIS STATEMENT  
REGARDING  
CARTER v. AMERICAN TOBACCO COMPANY

(WIN)

Today's unanimous verdict in favor of American Tobacco Company is a victory for the jury system and the common sense of citizens who ultimately decide these cases.

Jurors in Jacksonville, like jurors in other smoking and health cases, used their common sense in weighing the evidence and deciding not to award money damages to a plaintiff who made the choice to smoke.

Today's verdict sends a clear message to those plaintiffs' lawyers pursuing smoking and health litigation around the country: these cases are not worth pursuing.

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