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R.J. Reynolds Tobacco Company

Note: Reynolds Tobacco was notified by the Federal Trade Commission late this afternoon that it was formally closing its investigation of the "Joe Camel Matter," and putting that decision in the public record. Again, we are receiving numerous media calls and are issuing this statement for reporters working on this late breaking story.

Statement on FTC Confirmation of Vote Closing their Joe Camel Investigation

June 7, 1994

R.J. Reynolds Tobacco Company has been formally advised by the Federal Trade Commission that it "has closed the investigation" of the Joe Camel matter. The commission's decision is a complete vindication of the position we've taken all along and which was confirmed by our own research that despite awareness of the Joe Camel character, it has not changed youth's overwhelmingly negative opinions about smoking.

We believe it is significant that the commission made its decision on the facts and the law and not, as they said, on "intuition" or on otherwise unfounded but emotionally appealing claims of some unqualified but self-proclaimed experts in the field of advertising. Clearly, the commission made the right decision despite enormous pressure from the antismoking industry and some media representatives to do otherwise.

As their statement says, the commission "spent a great deal of time and effort reviewing the difficult factual and legal questions raised by this case, including a comprehensive review of relevant studies and statistics." We have long felt that when the documents, articles and innuendo surrounding Joe Camel were examined with an unbiased eye, the facts support our contention that the ad campaign is designed for adult smokers.

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For questions or more information about the Joe Camel campaign, call Peggy Carter at RJR, 910-741-7674.