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FOR IMMEDIATE RELEASE

TOBACCO CLASS ACTION FILED IN BRITISH COLUMBIA

CANADA'S FIRST "LIGHT" CIGARETTE CLASS ACTION

A class action lawsuit is being filed today in the Supreme Court of British Columbia on behalf British Columbians who purchased so-called "light" and "mild" cigarettes. The lawsuit alleges that the defendant, Imperial Tobacco Canada Limited, engaged in "deceptive trade practices" contrary to the Trade Practices Act in the marketing of its light cigarette brands.

The lawsuit, the first of its kind in Canada, comes in the wake of a \$10.1 billion judgment against American tobacco giant, Philip Morris, in a light cigarette class action trial in that country.

Health Canada has called for a voluntary ban on the use of the descriptors "light" and "mild" in the marketing of cigarettes. Canadian tobacco companies have so far refused to comply with this ban.

David Klein, lawyer for the plaintiffs in the lawsuit explains, "The courts exist to protect the public and to punish corporate misconduct. Our clients' goals in filing this class action are to support Health Canada's efforts and to hold Imperial Tobacco accountable for its actions."