

## **Notice of Certification**

Did you purchase the following brands of cigarettes in British Columbia between May 9, 1997 and July 31, 2007?

Player's Light, Player's Light Smooth, Player's Extra Light, du Maurier Light, du Maurier Extra Light, du Maurier Ultra Light, du Maurier Special Mild, Matinee Extra Mild, Matinee Ultra Mild or Cameo Extra Mild.

If so, this notice may affect your rights. Please read carefully.

The Supreme Court of British Columbia has certified a class action for consumers who purchased "light" and "mild" cigarettes from the Defendant between May 9, 1997 and July 31, 2007.

The representative plaintiff is Kenneth Knight. The law firm representing the class is Klein Lawyers ("Class Counsel"). The Defendant is Imperial Tobacco Canada Limited.

### **Who are the Class Members?**

The class is defined as:

"Persons who, during the Class Period, purchased the Defendant's light or mild brands of cigarettes in British Columbia for personal, family or household use. The Defendant's light and mild brands of cigarettes includes the following brands: Player's Light, Player's Light Smooth, Player's Extra Light, du Maurier Light, du Maurier Extra Light, du Maurier Ultra Light, du Maurier Special Mild, Matinee Extra Mild, Matinee Ultra Mild and Cameo Extra Mild

The Class Period is the period from May 9, 1997 up to July 31, 2007."

### **What the Class Action is About?**

The lawsuit alleges that the Defendant breached the *Business Practices and Consumer Protection Act* and the *Trade Practices Act*. The lawsuit seeks remedies under those statutes.

The court has not yet made any finding as to the merits of this lawsuit. The Defendant denies the allegations made in the lawsuit.

### **How do British Columbia Residents Participate?**

If you were a resident of British Columbia on February 8, 2005, you do not need to do anything to participate – you are automatically included in the class action. If you do not want to be part of this lawsuit you must notify Class Counsel at the address below, in writing, no later than May 15, 2018, providing your name and address and indicating that you do not want to be part of this lawsuit. If you do not exclude yourself by that date you will be included in this lawsuit and will be bound the court's judgment on the common issues, whether favourable or not.

### **How do Persons Outside B.C. Participate?**

If you lived outside of British Columbia on February 8, 2005, and you want to be included in this class action, you must sign an Opt-In Form, and return it to Class Counsel no later than May 15, 2018. If you opt into this proceeding, you agree to be bound by the findings of the British Columbia court on the common issues, whether favourable or not. You can obtain a copy of the Form from Class Counsel or by visiting their website.

### **What are the Financial Consequences?**

Class members will be entitled to the benefit of a successful judgment on the common issues. If the action is not successful on the common issues, no class member will be responsible for legal fees or costs.

The representative plaintiff has entered into a contingency fee agreement with Class Counsel providing that Class Counsel may receive a percentage of the class' recovery if the action is successful. The fee agreements must be approved by the court.

### **For More Information**

For more information about the lawsuit or to obtain an Opt-In Form, contact Class Counsel at:

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