



Altria

**TERRITORY SALES MANAGER
&
SUMMER SALES
INTERNSHIP**

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ALTRIA GROUP DISTRIBUTION COMPANY

Sales Job Description

POSITION:

Territory Sales Manager (TSM)

JOB DESCRIPTION:

We offer entry-level Sales opportunities across the United States.

As a Territory Sales Manager, you will:

- Manage a geography of approximately 130 retail accounts representing about \$15 million in annual sales
- Be responsible for establishing a consultative relationship with retailer and wholesaler customers as well as selling and implementing sales promotions and programs

REQUIRED SKILLS:

A qualified Territory Sales Manager will:

- Communicate ideas that influence others
- Work effectively with retailer and wholesaler customers and other employees
- Plan the use of their time and resources efficiently
- Apply and enhance their abilities to evaluate information
- Produce innovative, quality solutions
- Understand and utilize business acumen

PERKS:

- Company vehicle
- Competitive base salary
- Business laptop
- Educational refund program
- Vacation - three weeks & option to purchase one to five additional days
- Bonus program & comprehensive benefits package
- Extensive organizational training & development support

Enter Req. # **15283 BR**

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ALTRIA GROUP DISTRIBUTION COMPANY

Sales Job Description

POSITION:

Sales Intern

JOB DESCRIPTION:

We offer challenging 10-12 week internships across the United States.

As a Sales Intern, you will:

- Manage a small Sales territory as a way to learn and practice the Territory Sales Manager role
- Work directly with a Territory Sales Manager who will provide feedback and coaching to improve your skills
- Help lead retail accounts with category initiatives in cigarettes, cigars and smokeless tobacco
- Develop and present to Senior Management a real business project that requires both data and field research
- Have an opportunity for a full-time job offer upon successful completion of your internship

REQUIRED SKILLS:

A qualified Sales Intern will:

- Communicate ideas that influence others
- Work effectively with customers and other employees
- Plan the use of their time and resources efficiently
- Apply and enhance their abilities to evaluate information
- Produce innovative, quality solutions
- Understand and utilize business acumen

PERKS:

- Competitive pay
- Gas mileage reimbursement
- Housing allowance
- Business laptop





Our Mission is to own and develop financially disciplined businesses that are leaders in responsibly providing adult tobacco and wine consumers with superior branded products.

In pursuing our Mission, we have established the following goals for Altria and its subsidiary companies:

Invest in Leadership

We will invest in excellent people, leading brands and external stakeholders important to our businesses' success.

Invest in Developing Leaders

Attract, develop and retain diverse employees at all levels who take initiative to effectively pursue our Mission while demonstrating our core Values, and who want to be rewarded for both their results and how they achieve them.

Invest in Brand Leadership

Focus resources on achieving brand leadership in the categories in which our operating companies compete.

Invest in Business Partners Who Lead

Build relationships with business partners, including growers, suppliers, distributors and retailers, that promote actions consistent with our Mission and Values.

Invest in Communities

Help make the communities where we live and work leading environments where our companies can succeed.

Align with Society

We will actively participate in resolving societal concerns that are relevant to our businesses.

Help Reduce Underage Product Use

Identify and support programs to help reduce underage use of our products.

Help Reasonable Regulation Succeed

Support the development and implementation of regulations that improve public health and recognize individual consumer rights and preferences.

Meet Compliance Requirements

Comply with the legal, regulatory and internal policy requirements that govern our businesses.

Reduce Environmental Impact

Reduce the environmental impact of our businesses and promote the sustainability of the natural resources on which we depend.

Engage with Stakeholders

Engage and communicate openly and honestly with stakeholders about our businesses.

Satisfy Adult Consumers

We will convert our deep understanding of adult tobacco and wine consumers into better and more creative products that satisfy their preferences.

Understand Adult Tobacco and Wine Consumers

Use market research and consumer interaction to deeply understand adult tobacco and wine consumers.

Deliver Superior Branded Products and Experiences

Develop new and innovative products and brand experiences that exceed consumer expectations.

Reduce the Health Effects of Tobacco Use

Develop tobacco products that may offer lower risk for adult tobacco consumers and engage with the FDA constructively about them.

Market Responsibly

Build relationships between brands and their adult consumer audiences while taking steps designed to limit reach to unintended audiences.

Communicate Health Effects

Communicate openly and honestly about the health effects of our products.

Provide Cessation Information

Help connect adult tobacco users who have decided to quit with expert quitting information.

Responsible Wine Consumption

Identify and support programs to help promote responsible wine consumption.

Create Substantial Value for Shareholders

We will execute our business plans to create sustainable growth and generate substantial returns for shareholders.

Responsibly Maximize Profitability

Grow income by investing in the strong brands of our operating companies while effectively controlling costs.

Maximize Returns from Other Investments

Ensure our non-tobacco investments are providing attractive returns.

Reward Shareholders

Return a large amount of cash to shareholders, primarily through dividends.

Preserve a Strong Balance Sheet

Protect the company's investment-grade credit rating, preserve access to capital markets and secure the cash flow generated by our operating companies.



Our Values guide our behavior as we pursue our Mission and our business strategies.

Integrity, Trust and Respect

We believe in operating with integrity, trust and respect, both as individuals and as a family of companies. We conduct ourselves within the spirit and the letter of the laws, regulations, agreements and policies that govern us. We are honest with one another and with our stakeholders, fully disclosing all appropriate information and not just that which supports our point of view. We have the courage to do what's right.

Passion to Succeed

We demonstrate a passion to succeed in all aspects of our businesses. We bring optimism, initiative, innovation and dedication to our work, displaying confidence in our ability to

succeed. We continually raise our expectations for what is possible and encourage a constructive dissatisfaction with our results. We apply our learnings to the future, using both our successes and our failures as stepping stones to continued success.

Executing with Quality

We believe in executing with quality by understanding and responding to our companies' adult tobacco and wine consumers' preferences. We plan collaboratively and seek diverse perspectives to ensure consistent and achievable goals. We execute by saying what we will do, doing what we say and documenting the results. We establish clear accountabilities and do our best to produce superior results for our shareholders.

Driving Creativity into Everything We Do

We believe in driving creativity into everything we do, resulting in innovation and continuous improvement for our companies' adult tobacco and wine consumers and our business processes. We encourage everyone to think about things differently and to think about different things, bringing vigorous challenge to everything we do. We build and develop ideas through collaborative leadership and by fully utilizing the diverse talents within our companies. We are receptive to new ideas and applaud those who dare to think differently.

Sharing with Others

We believe in sharing with others, unleashing the tremendous resources of our people as a force for good into the communities in which we live and work. We foster environments where our people can contribute their time, energy and commitment to their families, their neighbors, their colleagues and their communities. We share ideas, opinions and expertise openly and unselfishly, both within our family of companies as well as with those with whom we interact in our business dealings, in the true spirit of collaboration. We promote personal and professional pride and growth. As a family of companies, we acknowledge and embrace our roles as responsible, involved citizens and community leaders.

Company Roles



To responsibly manufacture and market PM USA brands to adult tobacco consumers in a financially disciplined way.



To responsibly manufacture and market USSTC brands to adult tobacco consumers in a financially disciplined way, and to provide marketing services to PM USA for its smokeless products.



To responsibly manufacture and market Middleton brands to adult smokers in a financially disciplined way.



To responsibly develop and market innovative tobacco products for adult tobacco consumers in a financially disciplined way.



To responsibly manufacture and market SMWE brands to adult consumers in a financially disciplined way.



To responsibly maximize financial contributions to Altria Group from a portfolio of leased assets.



Altria
Altria Group
Distribution Company

To provide sales, distribution and consumer engagement services for Altria's tobacco operating companies.



Altria
Altria Client Services

To help Altria Group and its operating companies responsibly meet their business goals by providing the high-quality services they require in a financially disciplined way.

WANT A LOOK AT THE BENEFITS YOU JUST CAN'T BEAT?

We've put this together so you'll have a quick guide to your extensive benefits package* — for more details, be sure to consult the CantBeatTheExperience.com careers website or ask someone in Human Resources.

Health & Welfare

We offer a comprehensive health plan to meet your needs, including medical, dental, vision and prescriptions. Some key features:

- You are eligible for medical coverage on your start date.
- FREE preventive care (in-network).
- FREE 3-month supply of generic prescriptions through mail order and at CVS pharmacies.
- Dental coverage up to \$2,000 annually.
- Orthodontia coverage at 50% up to \$2,500 lifetime maximum.
- Vision coverage for eye exams and lenses every 12 months; frames every 24 months.
- LASIK coverage at 50% up to \$1,000 lifetime maximum.
- 25% medical, dental and vision premium reduction for employees with a base salary less than \$60,000.
- You can participate in the Health Care Flexible Spending Account (HCFSA) to cover eligible out-of-pocket health care expenses such as deductibles and qualified prescription medications with pre-tax dollars up to \$2,500 annually.
- You can participate in our *Healthy Connections* program and be eligible to receive up to \$100 in wellness incentive points. These points can be used to offset eligible medical or dental expenses you incur during the calendar year.
- You can get a personal Health Advocate to help you navigate the health care system.

This brief summary is for informational purposes only. All benefits are subject to applicable official plan documents, including restrictions and limitations. In the event of conflict or omissions, the applicable plan documents and company policies are the official documents for providing benefits information. The plan sponsor reserves the right to change or discontinue any of these plans at any time.

**This information applies to full-time salaried employees of participating Altria companies hired on or after 1/1/2014.*

Retirement/Savings

Deferred Profit-Sharing (DPS) Plan

Company Profit-Sharing Contribution: After one calendar year of service, you will be eligible to receive an annual DPS contribution that can range from 8%-12% of your base salary, depending on Altria Group's earnings per share.

Company Supplemental Contribution: After one calendar year of service, you will also be eligible to receive an annual supplemental contribution from the Company of 5% of your base pay.

In summary, after a year of service, you are eligible to receive a total Company contribution of 13%-17%, based on our earnings per share! And the best news of all? You do not even have to personally contribute to get the Supplemental and Profit-Sharing Contributions.

Personal Contribution: From your hire date, you can generally contribute up to 15% of your base salary (pre-tax or after-tax).

Company Match: If you contribute to the Plan, you will be eligible for a dollar-for-dollar match of what you invest, up to 3% of your salary, after just 90 days of service.

Financial Engines

You can get personalized, ongoing investment advice for your Deferred Profit-Sharing plan and other investment/savings accounts through a web-based service.

Protection

Short-Term Disability (STD)

If you are unable to work due to illness, injury or disability, STD will provide you with either your full monthly income or partial income (after 10 consecutive days of absence) for up to 6 months, depending on your years of service.

Long-Term Disability (LTD)

LTD offers financial security after you have exhausted 6 months of STD and can no longer work due to a long-term disabling illness or injury.



Altria

Group Life Insurance

Life Insurance is provided to active employees in the amount of your annual base salary rounded up to the nearest \$500, then multiplied by two. The Company pays 100% of the premium.

Group Universal Life Insurance (GUL)

You are eligible to enroll in this voluntary, employee-paid supplemental life insurance. Coverage amounts range from 1x-6x base salary (certain limits may apply). Coverage for spouse/domestic partner and children are also available.

Business Travel Insurance

In the event of death or injury while traveling on Company business, you and/or your family would receive financial protection through this additional insurance. This is in addition to any other company-sponsored life insurance.

Severance Pay Plan

If your employment with the Company is terminated because of a reduction in workforce or for unsatisfactory work performance, you may be eligible to receive severance pay based on your final base salary, if you sign an Agreement and General Release. The length of severance pay is based on your years of service.

Work-Life

Holidays

You are eligible for 14 paid holidays every year, including several floating holidays!

Vacation

You are eligible for vacation based on the following schedule:

- Less than 10 years of service = 3 weeks
- 10-17 years of service = 4 weeks
- 18-24 years of service = 5 weeks
- 25+ years of service = 6 weeks

Vacation Buy

Full-time salaried employees are given the option to buy 1-5 additional vacation days during annual enrollment.

Educational Refund Program

We recognize the importance of continued education for employees. After 3 months of service, you are eligible to participate in the Educational Refund Program, which will pay for tuition, registration fees and lab fees for job-related courses or a Company-related degree.

Dependent Care Flexible Spending Account (DCFSA)

You can have pre-tax dollars set aside to pay for your eligible dependents' care expenses. The Company will match 10% of your contribution up to a combined total of \$5,000 annually.

Paid Time Off for Dependent Care

In the event of an unexpected illness or injury, paid time off is granted (with limitations) to provide emergency care to a qualified child, adult dependent child, parent, spouse or domestic partner.

Backup Dependent Care

For children under age 14, the Company reimburses you up to \$50 a day for those rare occasions when a backup care provider is needed. Full-time employees can be reimbursed for up to 6 days annually; part-time employees will be reimbursed for up to 3 days annually.

Paid Time Off for Child's School Activities

If you have school-age children, the Company may grant paid time off (with limitations) for your child's school activities.

Scholarships for Children

Your children can apply for a scholarship to help pay a portion of the cost of college, graduate or professional studies and vocational/technical career training. Scholarships range from \$500-\$5,000 annually.

Service Recognition

The Company makes it a practice to show our appreciation for your commitment and dedication by recognizing your years of service.

Employee Assistance Plan (EAP)

Our EAP includes services such as helping you and your family gain access to the confidential services of licensed clinical social workers, psychologists and psychiatrists. Our EAP service also goes beyond the typical by offering assistance in finding dependent care, pet-sitting services, adoption assistance and so much more.

Adoption Assistance

If you are a full-time employee, you are eligible for adoption assistance including resource and referral services (through the EAP) and financial reimbursement (through the Company) of up to \$3,000 per child immediately upon hire.

Perks

You may be eligible for other benefits based on your location, such as:

- Discounts through your health care provider
- On-site fitness center
- On-site medical services
- Company store
- Credit union membership
- On-site cafeteria
- On-site ATM

Contributing Together

Responsibility is one job we all share. It's so important that we have committed to recognizing and rewarding our employees for their efforts.

Matching Gift Plan

The Company will match your personal charitable contributions to eligible nonprofit organizations up to \$30,000 annually.

Dollars for Doers

The Company will provide contributions to nonprofit organizations where eligible employees volunteer a minimum of 25 hours per calendar year.

Volunteerism

The Company encourages and supports both personal and company-sponsored volunteerism in the communities in which we live and work.

For More Information Potential Employees

Please contact your recruiting manager or Human Resources for additional details on the benefits mentioned in this summary.



Communicating About Tobacco

The U.S. Surgeon General and other public health authorities have determined that cigarettes, smokeless tobacco and cigars are addictive and cause serious diseases.

Altria's tobacco companies – Philip Morris USA (PM USA), U.S. Smokeless Tobacco Company (USSTC) and John Middleton – believe the public should be guided by the messages of the U.S. Surgeon General and public health authorities worldwide in making decisions concerning the use of tobacco products.

Our tobacco companies recognize that consumers, and society as a whole, expect them to communicate openly and honestly about the health risks associated with their respective products.



Our tobacco companies' efforts to communicate about health risks begin with ongoing compliance with federal laws and regulations requiring health warnings on tobacco products.

Altria Group supported legislation giving the U.S. Food and Drug Administration (FDA) regulatory authority over tobacco products. Effective June 22, 2010, the FDA required new health warnings for smokeless tobacco products, including increasing the size of the warning labels. On June 22, 2011, the FDA announced its final rule requiring nine new and enlarged health warnings for cigarette packaging and advertising, along with graphic depictions of those warnings. These changes will take effect in September 2012. The FDA has also indicated that it will produce public information and education campaigns about tobacco use.

Health Warnings on Packaging



Congressionally mandated health warnings have been on cigarette packs since 1966.



Cigar health warnings have been in place since 2000.



Smokeless tobacco warning requirements have been in place since 1986. Effective June 22, 2010, the FDA required new rotating health warning statements on 30 percent of the two principal display panels of smokeless tobacco packages.

QuitAssist®

PM USA's QuitAssist® resource helps connect adult tobacco users who have decided to quit with expert quitting information from public health authorities. Altria's tobacco companies communicate about and provide links to this resource from their websites. PM USA also supports scientific innovation by providing grants to contribute to the development of improved smoking cessation methods. Since 2004, PM USA has placed information about the QuitAssist® resource on over 1.1 billion cigarette packs in the United States via miniature brochures.



Scientific and Public Health Engagement

Altria's tobacco companies continue to seek ways to develop and to commercialize new tobacco product technologies that may reduce the health risks associated with current tobacco products, while continuing to offer adult tobacco consumers products that meet their taste expectations. As part of our stakeholder engagement efforts, Altria's tobacco companies engage with the public health community on many topics, including our efforts to develop potentially reduced-harm tobacco products.



The Center for Research and Technology is designed to promote collaboration and creativity and to develop technologies that improve Altria's product quality, reduce sales, harmful products and use of addictive tobacco products.

PM USA Science Website

PM USA established a scientific website in 2004, pmusa-science.com, to bring together scientific information related to its process and technologies in order to share it with scientists and the public health community. Created for scientists and the public health community, the website provides bibliographies of scientific publications and presentations by our scientists as well as information on patents issued.



Marketing Practices

Altria's tobacco companies responsibly market their products to adults who use tobacco.

Philip Morris USA (PM USA), U.S. Smokeless Tobacco Company (USSTC) and John Middleton (Middleton) compete in their respective tobacco categories with premium brands such as *Marlboro*, *Copenhagen*, *Skoal* and *Black & Mild*.

Cigarette and smokeless tobacco marketing and sales are heavily regulated. At the federal level, for example, they are regulated by the U.S. Food and Drug Administration (FDA). Cigarettes, smokeless tobacco and cigars also are regulated by the Alcohol and Tobacco Tax Trade Bureau, which designates tobacco classifications and enforces tax and permitting laws. At the state level, for example, the nation's leading cigarette manufacturers and USSTC, one of the largest smokeless tobacco manufacturers, are regulated by the state attorneys general through tobacco settlement agreements. USSTC is the only smokeless manufacturer to sign such an agreement.

PM USA, USSTC and Middleton supported the enactment of legislation that granted the FDA regulatory authority over the marketing and sale of cigarettes and smokeless tobacco. The FDA has implemented restrictions on cigarette and smokeless tobacco marketing and advertising, including:

- Prohibiting the sale of cigarettes and smokeless tobacco in vending machines, self-service displays, or other impersonal modes of sales, except in very limited situations;
- Prohibiting sampling of cigarettes;
- Restricting sampling of smokeless tobacco;
- Prohibiting cigarette and smokeless brand name sponsorships; and
- Prohibiting non-tobacco gifts or other items in exchange for buying cigarettes or smokeless tobacco.

PM USA, USSTC and Middleton do not currently use these media for tobacco marketing:



Product placement in entertainment media



TV



Cartoons



Billboards and stadium ads



Brand name sponsorships



Radio



Transit advertising



Newspapers and magazines



Brand names on non-tobacco items such as hats and t-shirts

PM USA, USSTC and Middleton focus their marketing efforts in two primary areas.

1 Consumer Communications

These companies' one-to-one communications, consumer websites and other activities market to adults who use tobacco and express interest in hearing from Altria's tobacco companies through the following methods. Each involve self-imposed minimum age requirements of 21 or older and age-verification procedures:

One-to-One Communications



These companies use direct mail and email to support the launch of new products, invite their adult consumers to events, announce brand promotions and deliver coupons and equity communications. A person may request to no longer receive further mailings from the companies at any time.

Consumer Websites



These companies use age-restricted branded websites that enable adult tobacco consumers to interact with the brand. The brands use online communications to build brand equity, deliver news and provide promotional support.

Consumer Marketing Activities



These companies offer special occasion programs that reinforce brand equity, support the launch of new products and deliver promotions to adult tobacco consumers. Each of these programs is held within qualified adult-only facilities and venues and entry is restricted to attendees age 21 or older.

2 Brands and Communications at Retail

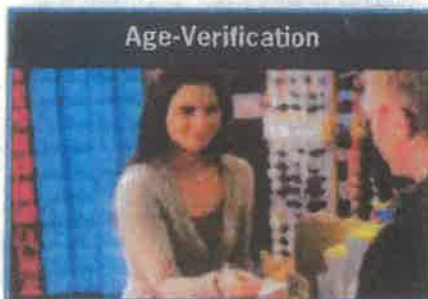
These companies partner with retail stores to present their brands to legal-aged tobacco consumers at the point of purchase. The companies offer programs that help merchandise their products and to help restrict underage access to tobacco. In addition to requiring retailers comply with applicable laws and regulations, these programs include:

Training



Training store personnel who sell tobacco products to use We Card® or equivalent training and display We Card or equivalent signage.

Age-Verification



Selling Altria's tobacco companies' products in clerk-assisted transactions and use an age verification tool.

Social Access Prevention



Placing retail signage that tells adults not to buy tobacco products for kids.



Federal Regulation of Tobacco

In June 2009, President Obama signed into law the Family Smoking Prevention and Tobacco Control Act. This landmark legislation granted the U.S. Food and Drug Administration (FDA) the authority to regulate tobacco products.

Currently, the FDA regulates cigarettes, cigarette tobacco, "roll-your-own" tobacco and smokeless tobacco products; however, the law allows the FDA to extend its regulatory authority to other tobacco products, including cigars and pipe tobacco.

The implementation of the legislation will take place over time. Some provisions took effect immediately while other provisions require the FDA to take action through rule-making, which generally involves public comment and scientific review.

The Law Includes:



- a ban on cigarettes with characterizing flavors other than tobacco and menthol;
- a ban on product descriptors such as "light" and "low tar";



- changes to the language of the current cigarette and smokeless tobacco product health warnings, including enlarging their size;
- graphic warnings for cigarette packages to be developed by the FDA;



- authority to issue new reporting and disclosure requirements;



- authority to require ingredient testing and to remove harmful ingredients if supported by sound scientific evidence;



- authority to do more to prevent minors from using tobacco products;



- a requirement for the FDA to establish good manufacturing practices for tobacco product manufacturing;



- recognition that any advertising and promotional restrictions, including those in the bill and those required or authorized to be promulgated under the act, cannot violate the First Amendment;



- authority to establish standards for products that could potentially reduce the harm caused by tobacco products and to define the appropriate ways to communicate about these products; and
- authority to mandate changes in the design of tobacco products.

For more than eight years, Altria Group and its tobacco operating companies – Philip Morris USA, U.S. Smokeless Tobacco Company and John Middleton – actively supported federal regulation of tobacco products.

Our companies stood alone within the tobacco industry in support of regulation and the Family Smoking Prevention and Tobacco Control Act. Fundamentally, we cannot ignore the health issues associated with tobacco use and their implications for consumers and society as a whole. At the same time, as Congress confirmed by passing this legislation, society has decided to continue to permit the sale of tobacco products to adults and to leave decisions about the use of tobacco products to those adults.

Why We Support Regulation

We believe that FDA regulation, implemented thoughtfully, can provide significant benefits to adult consumers including:

- Establishing a common set of high standards for all tobacco manufacturers and importers doing business in the U.S.;
- Providing a framework for the evaluation of tobacco products that are potentially less harmful than conventional cigarettes; and
- Creating clear principles for accurate and scientifically grounded communications about tobacco products to adult consumers.



We also believe that such a framework offers significant benefits to us and others in the tobacco industry. Tobacco products and tobacco companies have been a source of considerable conflict and controversy over the years. By supporting FDA regulation, we hope to provide leadership in helping resolve many of the issues that concern the public, our consumers, the public health community, and our tobacco companies, including a framework for guidance on harm-reduction efforts.

Altria believes that regulation is best achieved through an approach that draws upon the experience and expertise of all stakeholders, including the tobacco industry.

Altria's tobacco companies seek to work constructively with the FDA as it establishes a comprehensive national framework. The experience, expertise and viewpoints of the industry can be a valuable resource to the FDA in achieving a science- and evidence-based program that results in reasonable regulation. We have shared our perspective and information with the FDA on several important issues through written submissions, presentations and other written communications.

Altria

Philip Morris USA • U.S. Smokeless Tobacco Company • John Middleton

ABOUT ALTRIA RESPONSIBILITY INVESTORS

Federal Regulation of Tobacco

ABOUT ALTRIA • Federal Regulation of Tobacco

Overview Timeline Regulatory Changes

Submissions to the FDA can be found on altria.com.

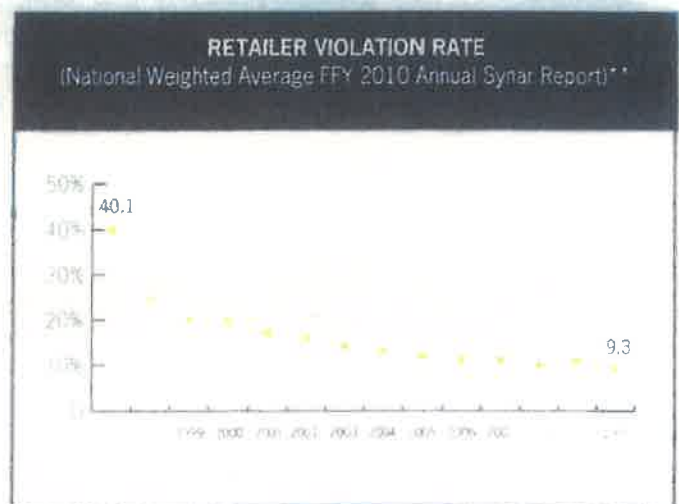
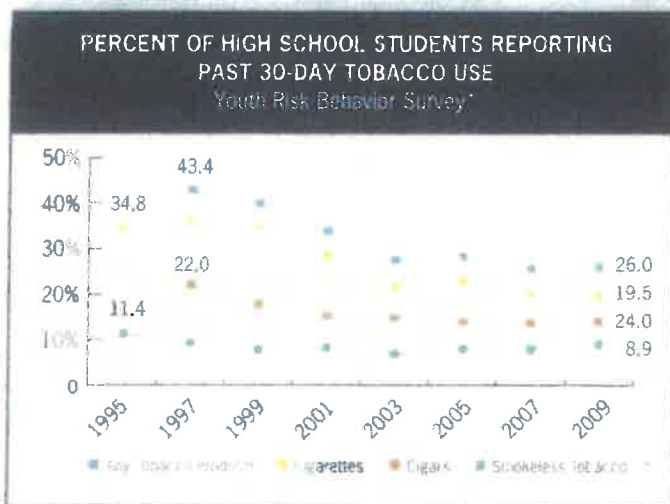


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Underage Tobacco Use Prevention

Kids should not smoke or use any tobacco product.

- According to several studies, underage tobacco use has declined since the mid-1990s, driven primarily by declines in underage cigarette smoking.
- Underage access to tobacco in retail stores has declined to its lowest rate ever since the mid-1990s, as evidenced by U.S. Department of Health and Human Services' tracking illegal retail tobacco sales to minors.¹
- Despite this progress, there is more to be done. Underage tobacco use is a difficult issue, and there is not a simple solution.



Altria's tobacco companies support organizations and programs seeking to help reduce underage tobacco use.

- In June 2009, the U.S. Food and Drug Administration (FDA) was given broad regulatory authority over tobacco products. The law gives the FDA authority to address a range of tobacco issues, including reducing underage tobacco use. Altria Group and its tobacco operating companies – Philip Morris USA (PM USA), U.S. Smokeless Tobacco Company (USSTC) and John Middleton (Middleton) – actively supported federal regulation of tobacco products.
- The companies support state underage access prevention laws that complement FDA regulation. For example, they support laws that prohibit customers from purchasing tobacco products for minors or distributing tobacco products to minors.

PM USA, USSTC and Middleton are committed to responsibly marketing their products.

- They focus their marketing efforts on one-to-one consumer communications, websites and other consumer activities all of which involve self-imposed minimum-age requirements and age verification procedures. They also present their brands to adult tobacco consumers in retail stores.
- These tobacco companies work with retailers to restrict product access. In addition to federal, state and local laws, their trade programs incentivize retailers to merchandise tobacco products in a non-self-service manner and reduce potential underage access to tobacco products.
- They do not pay for or endorse any product placement. Our tobacco companies decline all requests to use, display or even reference their companies' brands in movies, television shows or other public entertainment media.

Programs

PM USA, USSTC and Middleton support a variety of research-based programs that help prevent underage access to tobacco products, provide parents with tools to help them raise kids who don't use tobacco and support youth-serving organizations to help keep kids from using tobacco.



They support *We Card*[®], which trains and educates retailers to help prevent tobacco sales to underage purchasers. *We Card* resources include in-store signage, training seminars, age verification calendars and tip sheets on how to spot fake IDs.



They connect parents to tools and resources designed to help them raise kids who do not use tobacco, such as the Search Institute's ParentFurther website, www.parentfurther.com.



They support organizations, such as Big Brothers Big Sisters, that connect kids with caring adults, enhance community resources for kids and help kids develop confidence and skills to avoid risky behaviors, such as underage tobacco use.

There are many funding sources available to states and communities for underage tobacco prevention.

- In fiscal year 2011, states received about \$27.1 billion from the combination of approximately \$7.2 billion in annual tobacco settlement agreement payments and approximately \$19.9 billion in state tobacco excise taxes.² From 1997 through 2011, Philip Morris USA alone has paid more than \$59 billion to the states.³
- Unfortunately, states use this revenue for a variety of purposes unrelated to health programs or tobacco prevention, and most fall short of the spending levels recommended by the U.S. Centers for Disease Control and Prevention for tobacco prevention programs.
- We encourage states to devote these available funds to effective programs that prevent underage tobacco use.

² U.S. Department of Health and Human Services, "Tobacco Use and Health: Current Estimates of the Public Health Consequences," *U.S. Department of Health and Human Services*, 2011, <http://www.cdc.gov/tobacco/2011report/>.
³ U.S. Department of Health and Human Services, "Tobacco Use and Health: Current Estimates of the Public Health Consequences," *U.S. Department of Health and Human Services*, 2011, <http://www.cdc.gov/tobacco/2011report/>.
⁴ U.S. Department of Health and Human Services, "Tobacco Use and Health: Current Estimates of the Public Health Consequences," *U.S. Department of Health and Human Services*, 2011, <http://www.cdc.gov/tobacco/2011report/>.
⁵ U.S. Department of Health and Human Services, "Tobacco Use and Health: Current Estimates of the Public Health Consequences," *U.S. Department of Health and Human Services*, 2011, <http://www.cdc.gov/tobacco/2011report/>.
⁶ U.S. Department of Health and Human Services, "Tobacco Use and Health: Current Estimates of the Public Health Consequences," *U.S. Department of Health and Human Services*, 2011, <http://www.cdc.gov/tobacco/2011report/>.
⁷ U.S. Department of Health and Human Services, "Tobacco Use and Health: Current Estimates of the Public Health Consequences," *U.S. Department of Health and Human Services*, 2011, <http://www.cdc.gov/tobacco/2011report/>.
⁸ U.S. Department of Health and Human Services, "Tobacco Use and Health: Current Estimates of the Public Health Consequences," *U.S. Department of Health and Human Services*, 2011, <http://www.cdc.gov/tobacco/2011report/>.
⁹ U.S. Department of Health and Human Services, "Tobacco Use and Health: Current Estimates of the Public Health Consequences," *U.S. Department of Health and Human Services*, 2011, <http://www.cdc.gov/tobacco/2011report/>.
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¹² U.S. Department of Health and Human Services, "Tobacco Use and Health: Current Estimates of the Public Health Consequences," *U.S. Department of Health and Human Services*, 2011, <http://www.cdc.gov/tobacco/2011report/>.
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