

Imperial Tobacco Limited/Limitée



3810, rue St-Antoine Street  
Montréal, P.Q. H4C 1B5  
(514) 932-0161  
P.O. Box 1500 C.P.  
Montréal, P.Q. H3C 3L8  
Cable/Câble 'Telimp'  
Telex/Telex 055-60673  
Fax (514) 938-0432

Source: Imperial Tobacco Limited, Montreal

Contact: M. Descôteaux, Public Affairs Director  
(514) 932 8161, local 2361  
home: (514) 595 5501

**IMPERIAL TOBACCO A DEFENDANT IN CLASS ACTION SUIT**

Montreal, January 16, 1995 - Following news stories appearing over the weekend which indicated that Imperial Tobacco Limited had been named as a defendant in a class action suit brought by three Ontario smokers, the company's Chairman and Chief Executive Officer, Don Brown, today issued the following statement:

"We deny the accusations referred to in the media and we intend to vigorously defend Imperial Tobacco's record and conduct. We are confident that the courts will ultimately reject these claims."

Imperial Tobacco Limited, of Montreal, is Canada's major manufacturer of tobacco products, and holds approximately 66 percent of the domestic tailor-made cigarette market. It is a wholly-owned subsidiary of Imasco Limited, also of Montreal, and has some 2300 employees throughout Canada.

- 30 -

502568278

From: M. Descôteaux, Imperial Tobacco Limited, Canada

To: Key Issues Council members.

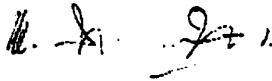
January 13, 1995

**FEDERAL GOVERNMENT ANTI-TOBACCO ADVERTISING CAMPAIGN**

For your information, the Canadian federal government has launched earlier this week a multi-million dollar anti-tobacco campaign.

Attached are a copy of of the Health Minister's press release announcing the details of the campaign, a photocopy of two of the three print ads that are part of it, and a copy of the scripts of the three t.v. advertisements.

I draw your attention to the most candid admission of social-engineering by Health Canada: "The media campaign will help create an environment that supports tougher public measures against tobacco use."



502568313