

From: M. Descôteaux

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To: M. Prideaux
D. Bacon
E. Pabbies
Dr. J. Dreyer

September 1, 1994

CONTROVERSY RE: THE SOCIAL COSTS/BENEFITS OF SMOKING

For your information, and in case the controversy raging in Canada today might have echoes in your local media, the following materials are attached:

- some press clippings illustrating the nature and tone of media coverage;
- our press release of today, together with the full text of Purdy Crawford's letter of July 27 last and the full text of the Vidal critique at the centre of the controversy.

In a nutshell, our stand is simply the following: this is a technical dispute between an economist and an accounting professor dealing with hypotheses, facts and figures, calculations, etc. Imasco/ITL do not have to endorse or disagree with the contents of the Vidal critique: these comments, conclusions, etc. are the author's and were reached independently of the company.

I hope the controversy does not reach your border.

Michel

P.S. for M. Prideaux - Please pass on to our Brazilian colleague since I do not have his fax number

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