

Source: Imperial Tobacco Limited

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**IMPERIAL TOBACCO LIMITED RELEASES LIST OF ADDITIVES IN
ITS AMERICAN-TYPE PRODUCTS**

Montreal, April 21, 1994 - Following the release earlier today by the Canadian Tobacco Manufacturers' Council of additives and ingredients in Canadian-type cigarettes and fine cut (roll your own) tobacco, Imperial Tobacco Limited (ITL) made public the list of additives formerly used in American-type products. This list should be read as a complement to that published by the CTMC.

Said ITL's Chairman and Chief Executive Officer Don Brown: "Until recently, 99.5% of our production was Canadian-type products. We were manufacturing five American-type brands of cigarettes and one brand of fine cut tobacco. We have since discontinued the making of these products. Since some of these products may still be available in some retail stores in Canada, we have decided to publish the list of additives that were used in their production."

Imperial Tobacco Limited is Canada's leading manufacturer of tobacco products in Canada. Its share of the domestic tailor-made cigarette market is approximately 66%, and it employs some 2,400 people throughout the country.

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AMERICAN-TYPE PRODUCTS (CIGARETTES AND FINE CUT)

In March 1994, Imperial Tobacco discontinued the manufacture of a small number of American-type products. Typically, these products contained blends of tobaccos other than Virginia tobacco, humectants, and some flavouring agents. Given the preference of Canadian smokers for Canadian-type products, American-type products were very small volume brands. As a group, they accounted for 0.5% of Imperial Tobacco's cigarette production in 1993 and about 1% of Imperial Tobacco's fine cut production.

The following is a list of Imperial Tobacco's American-type cigarettes and fine cut manufactured during the first quarter of 1994:

Buckingham Plain
Pall Mall Plain
Player's Special Blend
Cameo Special
Kool
Vogue Fine Cut

The following is a list of additives formerly used for these products.

Angelica root, powdered - used in non-alcoholic beverages, alcoholic beverages, baked goods, chewing gum.

Artificial apple - Common food item found in apple; used in juices, baked goods.

Balsam tolu. Balsam Peru, oil of - found in Peru balsam; used in baked goods, syrups, candy, chewing gum.

Cananga Oil - used in non-alcoholic beverages, candy, baked goods.

Caramel colour - found in sugars; used in gravies, meats, condiments.

Castoreum Extract, Tincture and Absolute - found in castor; used in baked goods, condiments, candy, chewing gum.

Cinnamic aldehyde - found in beer, brandy, blueberries, cantaloupe, capers, cranberries, gin, guava, melon; used in gravies, candy, ice cream, meat.

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Cocoa extract and powder - found in cocoa, cocoa shells; used in baked goods.

Corn syrup - common food item.

Ethyl alcohol - found in apple, banana, bread, coffee, cucumber, potato. As required by the Federal Excise Act regulations, nicotine sulfate and methylene blue colourant are used to denature the alcohol, which is used as a solvent to apply flavours during processing. There is no measurable effect on the nicotine level of the finished cigarette as a result of this process.

Ethyl Acetate - found in apple, apple juice, banana, beans, beef, beer, blue cheese, blueberry; used in chewing gum, beverages, ice cream, candy.

Ethyl butyrate - found in apple, apple juice, banana, beer, apricot, beef, blue cheese, brandy; used in chewing gum.

Ethyl vanillin - found in vanilla beans; used in alcoholic beverages, imitation vanilla extract, breakfast cereals.

Glycerine - found in beer, cherry, wine; used in milk products, baked goods, meat products.

Glyceryl Triacetate - found in papaya; used in candy, baked goods, ice cream.

Gum benzoin - used in baked goods, gelatin and puddings, chewing gum.

Lactic acid - found in apple juice, beef, beer, bread, cocoa, coffee, wheat bread, cherry, grape, guava, mango, milk, papaya, dry salami, sherry, tomato; used in cheese, candy, chewing gum, baked goods.

Licorice, spray dried - found in glycyrrhizia; used in candy, baked goods, meat products.

Menthol - found in peppermint plant, honey, mint, rum, cocoa, eggs, guava, raspberry, rice, spearmint; used in candy, mouthwash.

Methylacetophenone - found in hop oil, cocoa powder, black currant; used in chewing gum.

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Methylcyclopentenolone - found in carambola (starfruit), cheese, tomato; used in breakfast cereals, baked goods, candy.

Molasses, pure Barbados - found in refined sugars; common food item.

Oil anise - found in star anise; used in ice cream, ices, baked goods, candy, chewing gum, meats, condiments.

Oil cognac - found in cognac brandy; used in alcoholic beverages, ice cream, baked goods.

Oil honey - common food item.

Oil orange - found in oranges; used in non-alcoholic beverages, ice cream, ices, baked goods, condiments, candy, gelatin and puddings, chewing gum.

Oil peach - used in various foods.

Phenylethyl acetate - found in apple, banana, beer, brandy, raspberry, wheat bread, butter, cantaloupe, used in candy, ice cream, baked goods.

Phenylethyl ethanol - found in apple juice, banana, beef, beer, blackberry, blueberry, apple, apricot, asparagus; used in chewing gum, ice cream, baked goods.

Piperonal - found in cantaloupe, capers, melon, sherry; used in candy, baked goods.

Propylene glycol - found in sesame seed, mushroom; used in confection frostings, cheese, candy.

Prune Juice - common food item.

St. John's Bread extract - (Carob bean extract) used in baked goods, icings.

Sorbitol - Sorbo grade, 70% solids; confectionery sweetener, used in marshmallows, shredded coconut.

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Triethyl Citrate - found in red currant; used in chewing gum, baked goods, ice cream.

Oil of Spearmint - found in spearmint; used in chewing gum, ice cream, candy, baked goods.

Sugar, liquid invert grade 100 - found in food sugar sources; used in baked goods, candy, breakfast cereals.

Natural Extract of Tobacco, oleoresin - Natural to tobacco; used as flavourants at minimal levels, producing no measurable increase in nicotine in cigarettes

Potassium Sorbate - found in mountain ash berries; used in cheese, fruit juices, baked goods.

Vanilla bean extractives - (Vanillin exlignin, ethyl vanillin), common food flavourant.

Vanillin - found in asparagus, barley, beer, brandy, blackberry, blueberry, coffee, cranberry; used in confection frosting, baked goods, candy.

Wine, Rose of Latakia - common beverage from grape fermentation/distillation.

NICOTINE

Imperial Tobacco does not add nicotine to any of its products to enhance their nicotine levels. The nicotine content of cigarettes and fine cut tobacco products is exclusively determined by the blends of tobacco in the product.

The two processes used to flavour tobacco products, including the use of denatured alcohol and natural tobacco extract, may have resulted in minuscule quantities of nicotine being left on the tobacco. These quantities while calculable cannot be measured.

END OF RELEASE

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