



Press release
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IMPERIAL TOBACCO CANADA DISAPPOINTED BY JUDGEMENT IN BLAIS AND LÉTOURNEAU CLASS ACTIONS

Judgment to be challenged in Quebec's Court of Appeal

June 1, 2015 - Montreal, Quebec -- Imperial Tobacco Canada is extremely disappointed with today's ruling in the Blais and Létourneau Class Actions and will challenge this judgment in Quebec's Court of Appeal.

"Today's judgment ignores the reality that both adult consumers and governments have known about the risks associated with smoking for decades, and seeks to relieve adult consumers of any responsibility for their actions," said Tamara Gitto, Vice President, Law, and General Counsel with Imperial Tobacco Canada. "We believe there are strong grounds for appeal and we will continue to defend our rights as a legal company."

The plaintiffs' claims were based on the concept that the product should be banned and should have not been put on the market and on the incorrect assumptions that smokers and governments were not aware of the dangers of smoking. A Gallup Poll in 1963 confirmed that 96% of Canadians were aware that smoking might be a cause of lung cancer.

"This judgment is particularly disappointing in that even though the judge expressly found that the public knew of the material risks associated with smoking for decades, he nonetheless holds Imperial Tobacco Canada and the two other tobacco manufacturers responsible," added Mrs. Gitto.

Imperial Tobacco Canada has operated under one of the most highly regulated environments in the world. It is astounding to be handed this decision when the federal government has set the standard for the conduct of Imperial Tobacco Canada with which the company has always complied.

Notes to editors

These historic class action trials began in 2012. These are the first trials involving the legal Canadian tobacco manufacturers to be litigated on the merits, resulting in an adverse judgment. All three of Canada's legal tobacco manufacturers, Imperial Tobacco Canada, Rothman's Benson & Hedges and Japan Tobacco International, were named as defendants.

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