

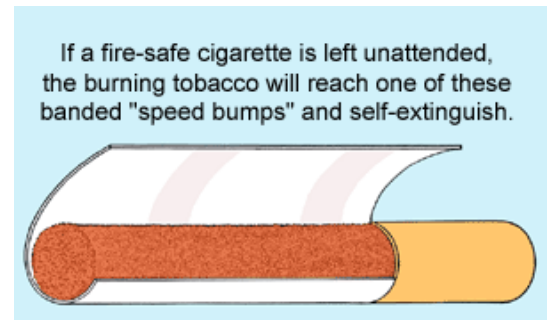


NEWS RELEASE

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(Fire Safe Cigarettes Expected to Save Lives and Property)

Effective January 1, 2008, all cigarettes sold in Oregon must now be fire-safe. Similar to pipes and cigars, which go out if not puffed on, fire-safe cigarettes have a reduced propensity to continuing burn if left unattended. *The most common fire-safe technology used by cigarette manufacturers is to wrap cigarettes with two or three thin bands of less-porous paper that act as "speed bumps" to slow down a burning cigarette. If a fire-safe cigarette is left unattended, the burning tobacco will reach one of these speed bumps and self-extinguish.*



Cigarettes have long been the leading cause of fatal fires in the United States, killing nearly 900 people and injuring 2,500 to 3,000 annually. On November 28, Tualatin Valley Fire & Rescue saw firsthand the benefit of a fire-safe cigarette. On that day, residents of Pacific Health and Rehab at 14145 SW 105th Avenue in Tigard escaped a potential tragedy when a fire-safe cigarette self-extinguished after being dropped on a carpeted floor by a resident who fell asleep while smoking. TVF&R Fire Investigator Ed Bonollo states, "This incident had the ingredients of a devastating fire." Bonollo added, "Had this cigarette not been a fire-safe cigarette, we could have had a far different and more tragic outcome."

Fire-safe cigarettes are distinguishable because they have any of six markings near the barcode:

- FSC
- FS
- LIP
- RIP
- A black bar above the UPC
- A diamond symbol

Twenty-two (22) states including Oregon have passed legislation requiring fire-safe cigarettes. Canada also requires fire-safe cigarettes. Spurred by this growing movement, cigarette manufacturer R.J. Reynolds announced last October that it will begin manufacturing all of its cigarette brands using the fire-safer technology.

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