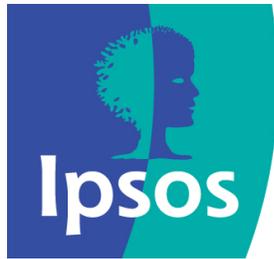


NEARLY SEVEN IN TEN ONTARIANS WOULD SUPPORT THEIR GOVERNMENT UNDERTAKING ACTIONS TO SUE TOBACCO INDUSTRY FOR HEALTHCARE COSTS RECOVERY



Ipsos Reid

Public Release Date: - TBD

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Toronto, ON – According to the latest Ipsos Reid survey conducted on behalf of the Ontario Tobacco-free Network, the majority of Ontarians would support the “government of Ontario undertaking actions to sue the tobacco industry for healthcare costs recovery”. Initial support for a lawsuit is reported at 63%, but after being read a series of statements portraying four main positive (2 statements) and negative (2 statements) arguments about this potential action, Ontarians’ support climbs 4 points to 67% saying they would support such an action. (The full report, including the statements tested for effect on support, is available on the Ipsos website at www.ipsos.ca)

These strong beliefs appear likely driven, in large part, by the fact that seven in ten (68%) of Ontarians believe “cigarette manufacturers have been deceptive about the health risks of smoking” – just 24% feel they have always been honest about these risks.

Healthcare Cost Recovery:

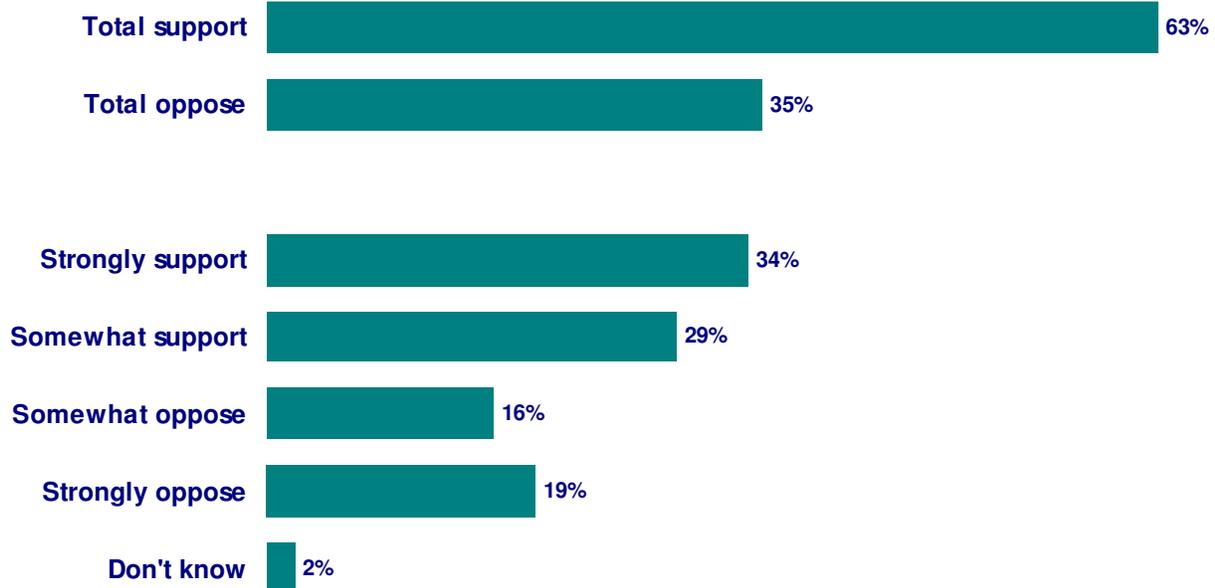
In the survey, healthcare costs recovery was described as: “suing the tobacco industry to try and recover the costs of treating smoking related illnesses”.

Methodology:

- *A telephone survey conducted from October 10-19th, 2006 with a random sample of 1000 adult residents of Ontario.*
- *The data was weighted by region, gender and age groups using Census data.*
- *The results of this study are considered accurate to within +/-3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Ontarian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population.*



Sixty Three Percent Of Ontarians Support The Government Of Ontario Taking Actions To Sue The Tobacco Industry For Healthcare Costs Recovery...



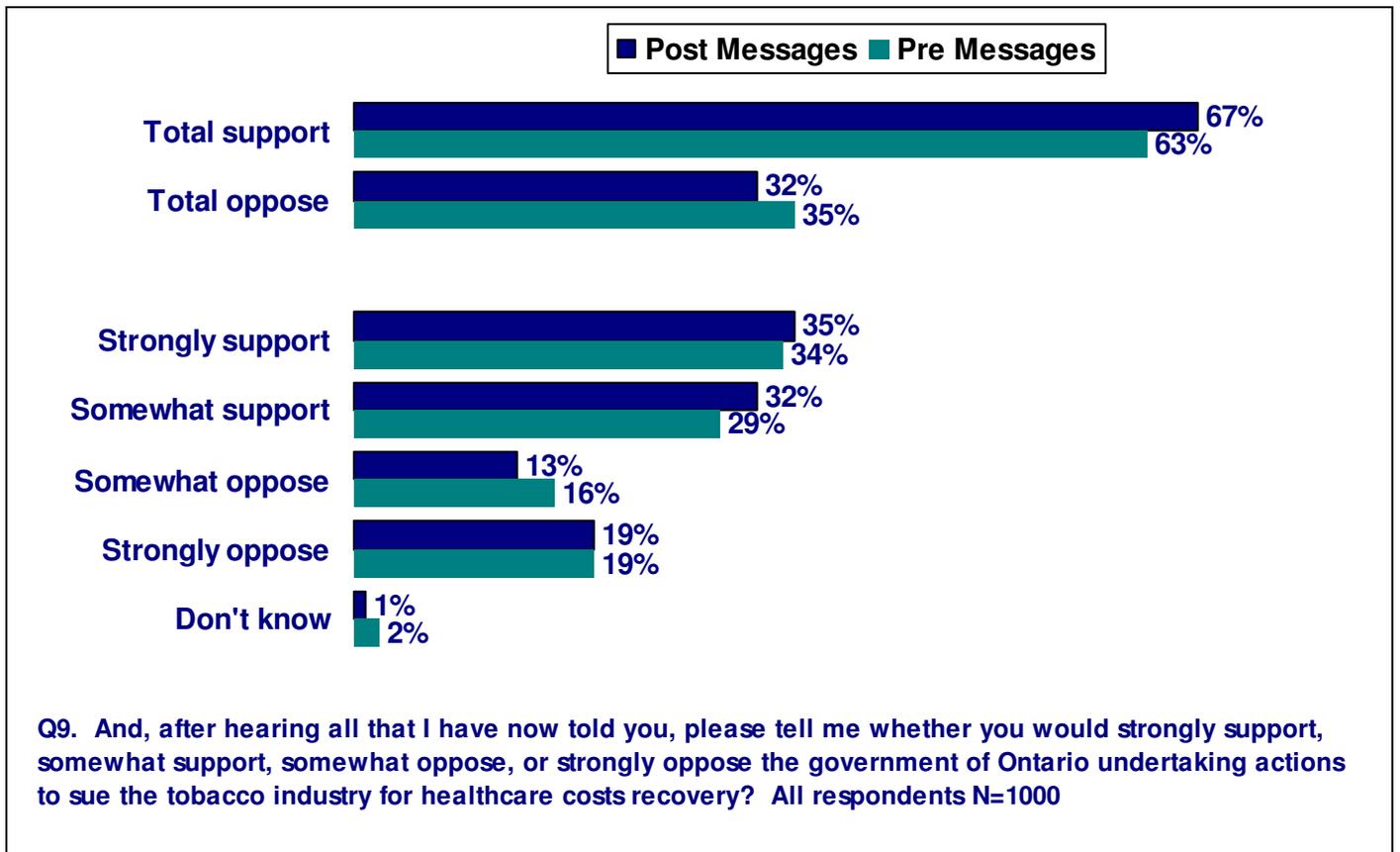
Ballot question :

As you may know, some groups allege that the tobacco industry has been deceptive about the health risks resulting from the use of their products. These groups feel the industry should be held responsible for the cost of treating increased smoking related illnesses resulting from their failure to adequately warn users about the health-risks of tobacco products. The tobacco industry, on the other hand, asserts that they have been candid about the health risks and that the high taxes on their products already cover the health costs associated with smoking. Several Canadian provinces recently announced their intention to sue the tobacco industry to try and recover the costs of treating smoking related illnesses. Ontario has yet to decide whether to join in this legal action. Keeping in mind what I've just told you, please tell me whether you would strongly support, somewhat support, somewhat oppose, or strongly oppose the government of Ontario undertaking actions to sue the tobacco industry for healthcare costs recovery?



After Being Presented With Four Principal Arguments – Two Positive/Two Negative – Surrounding Cost-Recovery Issues, 67% Indicate Support Potential Provincial Legal Action Against Tobacco Companies...

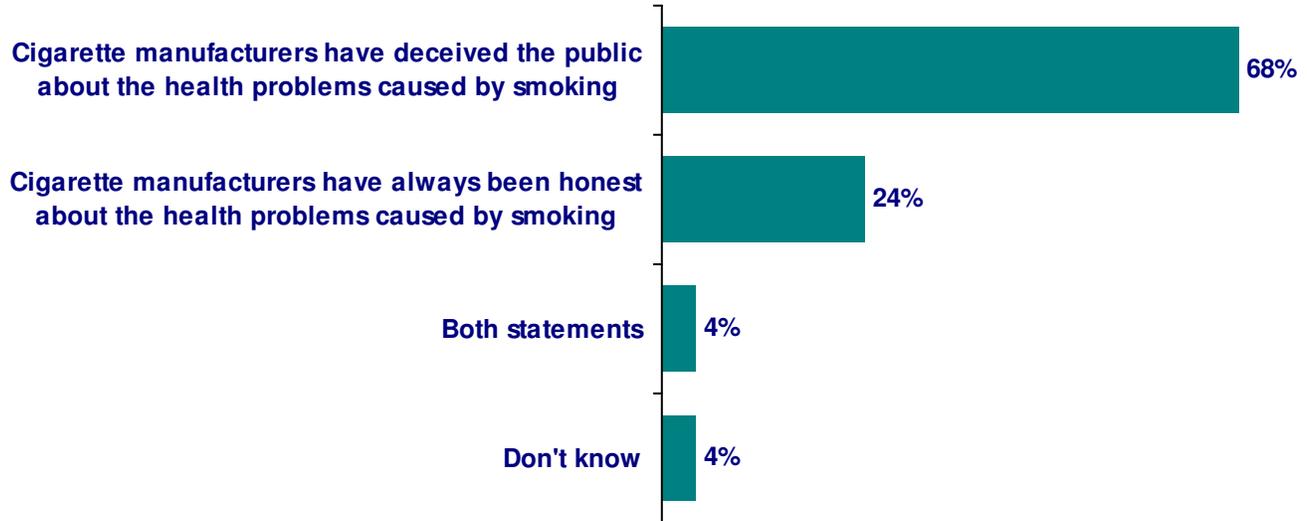
After Ontarians are presented with four prominent arguments both for (2 items) and against (2 items) the potential pursuance of legal action by the Province Of Ontario against the tobacco companies, support rises to 67%.¹



¹ The full results of the report and data are available on Ipsos' website, www.ipsos.ca, which includes all pro/con statements used for this measurement.



Seven In Ten (68%) Believe Cigarette Manufacturers Have Been Deceptive About Health Risks Of Smoking...



Q2a. Which of the following opinions come closest to your own point of view? All respondents
N=1000

-30-

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