

# LET'S BE TOTALLY CLEAR.

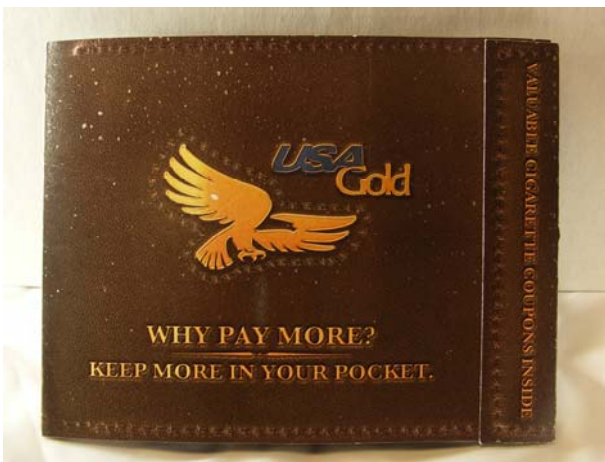
INHALING SECONDHAND SMOKE IMMEDIATELY INCREASES YOUR RISK FOR HEART DISEASE.

THE LOUISIANA CAMPAIGN FOR  
TOBACCO-FREE  
LIVING

TOBACCO  
Control Program

## MAY 2009 TOBACCO INDUSTRY UPDATE

### DIRECT MARKETING ALERT: USA GOLD COUPONS



With a new federal tax on tobacco products in effect and the looming discussion of a state level tax increase, big tobacco has risen to the challenge of the rising cost of cigarettes by promoting special offers to the smoking consumer. This unsolicited direct mailer was recently sent to a TFL staff member.

The impressive and deviously clever “wallet” mailer features multiple discount coupons for USA Gold cigarettes, a product of Commonwealth Brands, Inc., and the coupons are reminiscent of a plastic family photo insert found in many Americans’ wallets. The inside fold, normally a transparent place holder for an I.D. or driver’s license, features a sneaky yet convincing statement about the economic burden of the high cost of cigarettes while offering USA Gold as a solution. This is what it says:

WE KNOW TIMES ARE TOUGHER and money’s a little tighter these days. That’s why we’ve come up with a plan to help you save more of your hard-earned dollars. So ask for USA Gold and keep the spirit of America burning strong in you.

And, in the “credit card” slot over the coupons there appears one cryptic statement “AMERICA DESERVES A SMOKE BREAK.”

Keep an eye out for these and other promotions, direct mailers and offers from tobacco companies in your area.