

(Agent Letterhead)

IMPORTANT NOTICE TO OWNERS AND OPERATORS OF
CIGARETTE VENDING MACHINES

This notice is being sent to you on behalf of the major cigarette manufacturers at the direction of the United States Federal Trade Commission. The Commission has directed that the following warning statement be disclosed on the advertising display panels of cigarette vending machines:

"Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health."

Therefore, we are providing you with a supply of warning statements on labels with adhesive backings. The Commission is requesting that one of these labels be placed on or over the advertising display panels of each of your vending machines containing such a panel. The warning statement should be placed one inch from the edge of the panel that is nearest to the machine's coin slot and at least one-half inch from any other textual material such as the operating instructions or notice to minors.

We will send you additional warning statement labels at your request for use as replacements for any labels that might be removed, defaced, or otherwise rendered illegible.

If you have any questions about this matter or if you need additional labels, please contact: _____ (Agent)

Sincerely,

Enclosures

CERTIFIED MAIL
RETURN RECEIPT REQUESTED