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**MAIN STREET  
TOBACCO & GIFTS**

# Press Release

## **The End of an Era for Cigarette Smokers**

### FDA ban puts an end to cloves, bidis, and other flavored cigarettes

**Washington D.C., June 22, 2009:** On this date President Obama signed into law the Family Smoking Prevention and Tobacco Control Act which gives the FDA sweeping control over cigarettes and specifically bans all flavorings other than menthol. The result is that nearly 50 of our cigarette varieties will be banned, and our much beleaguered customers will be forced to switch to less desirable mainstream brands. The banned cigarettes include cloves (Indonesian cigarettes flavored with ground clove), bidis (Indian cigarettes wrapped in a Tendu leaf), common flavors such as cherry, vanilla, & mocha, and even herbal cigarettes which contain no tobacco, no nicotine, and are commonly used to help quit smoking. Furthermore, this ban will provide a huge boost to tobacco giants like Philip Morris USA Inc. (who supported the legislation) while crippling or bankrupting their smaller independent competitors who produce delicious artisan cigarettes.

It's obvious that local and Federal governments are on a campaign to do away with one of the few remaining freedoms that we have left. First, aggressive smoking bans targeting smoker friendly businesses, then a dramatic Federal excise tax hike, and now a ban on flavored cigarettes for no reason short of they taste good.

Lets face it, the argument that flavored cigarettes are targeting children is simply an excuse to whittle away what few choices smokers still have. For less than the cost of a carton of flavored cigarettes, one can easily purchase a bottle of similarly flavored hard liquor yet the liquor is not seen as targeting children. Adult novelties and lotions include many of the same flavors as well but again, they are not seen as targeting children. This argument is nothing more than a thinly veiled excuse by anti-smoking groups to target a product that they themselves just don't like and as such feel that no one else should be able to partake of.

**For Release 5 p.m. CST, August 19, 2009**

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**So Now What?:** Unfortunately there is nothing that can realistically prevent this ban from going into effect which will occur at 12:01am on September 22<sup>nd</sup>, 2009. At that moment, it will be illegal to sell, buy, or import flavored cigarettes anywhere in the United States.

For our part, we are trying our best to inform our customers of the impending ban so that they can stock up as soon as possible. As with the tobacco excise tax hike a few months ago, we expect wholesale prices to increase as we grow closer to the final date and supplies run low.

We have preordered large quantities of the soon to be banned cigarettes so that we will be able to continue offering them for as long as possible and at the lowest prices that we can. Even so, there are already several varieties that have completely sold out at the manufacturer level and will not be seen again.