

April 26th 2010



JTI initiates process to challenge the ban on the display of tobacco products in England

JTI has consistently questioned the UK Government's proposals to ban the display of tobacco in shops. Unfortunately the Government has decided to press ahead despite the serious concerns raised by JTI, the vast majority of retailers and many Members of Parliament.

In particular, the process which has led to the display ban – and the ban itself – does not comply with Better Regulation principles. The Health Act 2009 and accompanying display regulations for England are unreasonable and disproportionate. Under the circumstances, JTI has been given no option but to start the legal process to challenge the introduction of this legislation.

Daniel Torras, Managing Director of JTI UK, commented:

“Despite the fact that public policy must be based upon clear evidence and sound research, the UK Government has failed to provide such support to justify the display ban.

“Whilst JTI agrees with the key rationale that children and young people should not smoke and should not be able to buy tobacco products, there is no credible evidence that hiding cigarette packs from view at retail outlets will achieve the objective of further reducing youth smoking.

Daniel Torras concluded; “The proposals will have serious unintended consequences such as a negative impact on small business and risk increasing the trade in illicit products supplied by criminals who sell to children and encourage law-abiding people to break the law.”

JTI believes that there are a range of alternative solutions better able to address the Government's goals, including reinforcing retail access prevention measures, criminalizing proxy purchasing and youth purchase of tobacco and further addressing tobacco smuggling.

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Notes to Editors:

Japan Tobacco International (JTI) is a member of the Japan Tobacco Group of Companies (JT), a leading international tobacco product manufacturer. It markets three of the top five worldwide cigarette brands: Winston, Mild Seven and Camel. Other international brands include Benson & Hedges, Silk Cut, Sobranie of London, Glamour and LD. With headquarters in Geneva, Switzerland, and net sales of USD 9.6 billion in the fiscal year ended December 31, 2009, Japan Tobacco International has more than 25,000 employees and operations in 120 countries. For more information, visit www.jti.com.

In the UK JTI have over 1,800 employees and brands including Benson & Hedges, Camel, Silk Cut, Mayfair and Hamlet. JTI's regional office is headquartered in Weybridge, Surrey with a national distribution centre in Crewe, Cheshire and a manufacturing base in Ballymena, Northern Ireland. Since 2007, Gallaher Limited has formed part of JTI.

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