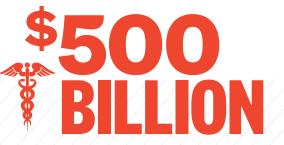


CALIFORNIA TOBACCO CONTROL PROGRAM



15.

PACKS

CTCP has cut medical costs in California by half a trillion dollars.

HEALIH JUSTICE INNUMBERS

CTCP prevented over 15 billion packs of cigarettes from being sold over the past 30 years.

California Tobacco Control Program's (CTCP) mission is to improve the health of all Californians by eliminating illness and premature death from the use of tobacco products.

CTCP has kept over \$50 billion from ending up in Big Tobacco's pockets.