



Standards for Underage Tobacco Prevention



Altria's tobacco operating companies and service company affiliates are committed to helping to reduce underage tobacco use.

Each tobacco operating company and service company affiliate works to identify, support, develop and execute programs to help reduce underage tobacco use.

The Standards below guide the tobacco operating companies and service company affiliates in their efforts to help reduce underage use of tobacco products. Each tobacco operating company is expected to meet these Standards, and we will

regularly evaluate its performance against these Standards. Each service company affiliate is expected to provide appropriate services to the tobacco operating companies to help support their efforts to help reduce underage tobacco use.

- Each tobacco operating company, supported by Altria Client Services, will develop an annual Underage Tobacco Prevention plan outlining the concrete steps it will take to meet these Standards, both on its own and through the service company affiliate(s). Senior management of the tobacco company will review each plan for adherence to these standards.
- Each tobacco operating company will communicate its commitment to reducing underage tobacco use to its employees and its service company affiliates, and will encourage them to identify additional methods to reduce underage tobacco use.
- Each tobacco operating company will continue to identify and adhere to applicable laws, principles and/or policies for marketing its products with the goal of responsibly marketing to the intended audience and limiting reach to underage audiences.
- Each tobacco operating company and service company affiliate trade program will incorporate appropriate elements to promote responsible retailing of its products.
- Each tobacco operating company's Underage Tobacco Prevention plan will include appropriate monitoring, auditing, measurement and/or evaluation to track progress to promote continuous improvement.
- Each tobacco operating company and service company affiliate will document its efforts in carrying out its responsibilities under these Standards.