



**Office of the Attorney
General
Paul G. Summers**

NEWS RELEASE

| | |
|-----------------------|---------------------|
| FOR IMMEDIATE RELEASE | CONTACT: |
| Sept. 7, 2006 | Sharon Curtis-Flair |
| #06-31 | (615) 741-5860 |

**TENNESSEE ATTORNEY GENERAL JOINS 40 OTHER STATES, ASKING
HOLLYWOOD STUDIOS TO INCLUDE ANTI-SMOKING MESSAGES IN DVDS**

Attorney General Paul G. Summers has joined 40 other attorneys general calling on Hollywood's major motion picture studios to insert anti-smoking messages in all DVDs, videos and newer, home-viewing formats of movies in which smoking is depicted.

The attorneys general also sent each studio three "classic" truth® anti-smoking campaign messages that were created by the American Legacy Foundation. They are available at no cost for the studios' unlimited use.

"We hope the studios will agree with our offer and join us to help stop our young people from smoking," General Summers said.

Today's letter follows a similar one, which General Summers and 32 attorneys general sent in November, 2005. The studios never responded. Instead, Motion Picture Association of America President Dan Glickman wrote to the Attorneys General that only the individual companies could decide whether to run PSAs on DVDs or videos and that the industry would consider PSAs as one possible idea in an overall anti-smoking campaign effort. To date, the Attorneys General have received no further indication from the studios or the MPAA of progress on an anti-smoking PSA effort.

Both requests were sent to the CEOs of Paramount Pictures, The Walt Disney Company, Miramax Films, DreamWorks SKG, Sony Pictures Entertainment, MGM Pictures, Universal Pictures, Warner Brothers Studios, Fox Filmed Entertainment, and New Line Cinema.