



Smoking-Material Fire Problem

U.S. fire departments responded to an estimated 142,900 smoking-material fires in 2006. These fires caused:



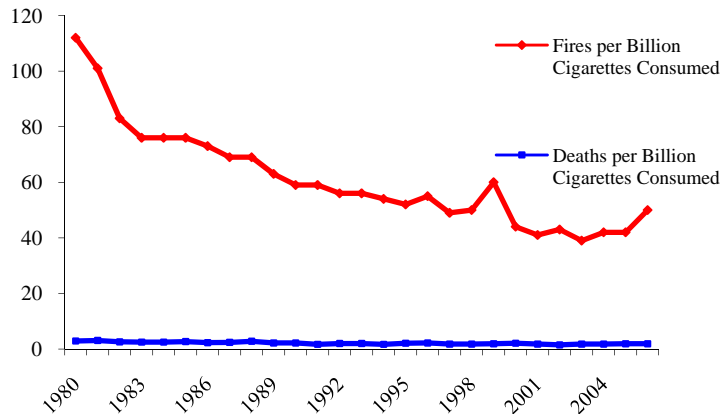
- 780 civilian deaths
- 1,600 civilian injuries, and
- \$606 million in direct property damage.

These estimates are derived from the U.S. Fire Administration National Fire Incident Reporting System (NFIRS) Version 5.0 and NFPA's annual fire department experience survey.

Trends in the Smoking-Material Fire Problem Fire Loss Rates, 1980-2006

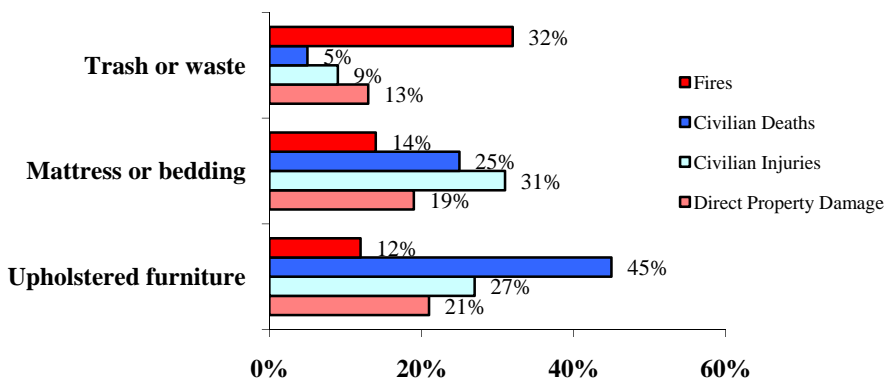


FACT: One out of four fatal victims of smoking-materials is not the smoker whose cigarette started the fire.



In recent years, Canada and three out of four states, with four-fifths of the U.S. population, have required that all cigarettes sold must be “fire safe,” that is, have sharply reduced ignition strength or ability to start fires. When these laws are fully implemented, it is expected they will have an impact on future smoking material fire data. See www.firesafecigarettes.org for more details.

Smoking-Material Fires in Homes by Leading Item First Ignited in 2003-2006 (Including Fires Reported as Confined)



FACT: More fatal smoking-material fires start in bedrooms then in living rooms, family rooms and dens.



FACT: The risk of dying in a home structure fire caused by smoking materials rises with age.