

[One in a Series]

FIFTY PRODUCERS, TWENTY FILMS, NINE STUDIOS, ONE BRAND OF CIGARETTES.



Since 2007, Marlboro has maintained its ranking as the highest-profile tobacco brand on screen. The Philip Morris USA brand has appeared or been mentioned in twenty top box office films, a third of them rated PG-13. Philip Morris documents show that the tobacco giant used to buy its way on screen. We now challenge these producers to sign a no-payoffs affidavit.

Tyler Perry, Reuben Cannon **I Can Do Bad All by Myself (PG-13)** Lionsgate Sandra Bullock, Mary McLaglan **All About Steve (PG-13)** News Corp. Lloyd Philips, Charles Roven, Richard Suckle **The International (R)** Sony Jack L. Murray **My Bloody Valentine (R)** Lionsgate Luc Besson **Taken (PG-13)** News Corp. Robbie Brenner, Mark Canton, Ryan Kavanaugh, Tucker Tooley **A Perfect Getaway (R)** Universal (Comcast) Nancy Juvonen **He's Just Not That Into You (PG-13)** Time Warner Kathryn Bigelow, Mark Boal, Greg Shapiro **The Hurt Locker (R)** Summit Stuart Cornfeld, Eric McLeod, Ben Stiller **Tropic Thunder (R)** DreamWorks Christian Colson **Slumdog Millionaire (R)** News Corp. Lucas Foster, Erwin Stoff **Street Kings (R)** News Corp. Guymon Casady, Dane Cook, Adam Herz, Doug Johnson, Barry Katz, Gregory Lassans, Josh Shader, Brian Volk-Weiss **My Best Friend's Girl (R)** Lionsgate Michael Costigan, Bridget Johnson, Michael London, Bruna Papandrea **Smart People (R)** Disney Greg O'Connor **Pride and Glory (R)** Time Warner Tim Bevan, Eric Fellner **Definitely, Maybe (PG-13)** Universal (Comcast) J.J. Abrams, Bryan Burk **Cloverfield (R)** Viacom Stephanie Allain, John Singleton **Black Snake Moan (R)** Viacom Gary Goetzman, Tom Hanks **Charlie Wilson's War (R)** Universal (Comcast) Simon Fields, Jennifer Lopez **Feel the Noise (PG-13)** Sony Avi Arad, Michael De Luca, Gary Foster, Steven Paul **Ghost Rider (PG-13)** Sony



**SMOKE
FREE
MOVIES**

SmokeFreeMovies.ucsf.edu

For a list of tobacco brand appearances of interest to the California Attorney General's office, see smokefreemovies.ucsf.edu/problem/brand_id.

SMOKING IN MOVIES KILLS IN REAL LIFE. Smoke Free Movie policies—the R-rating, certification of no payoffs, anti-tobacco spots, and an end to brand display—are endorsed by the World Health Organization, American Medical Association, AMA Alliance, American Academy of Pediatrics, American Heart Association, American Legacy Foundation, American Lung Association, Americans for Nonsmokers' Rights, American Public Health Association, Campaign for Tobacco-Free Kids, LA County Dept. of Health Services, New York State Dept. of Health, New York State PTA, and many others. Visit our web site or write: Smoke Free Movies, UCSF School of Medicine, San Francisco, CA 94143-1390.