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February 25, 2008

Richard F. Daines, M.D.  
Commissioner of Health  
State of New York, Department of Health  
Corning Tower  
The Governor Nelson A. Rockefeller Empire State Plaza  
Albany, New York 12237

Dear Dr. Daines:

I join you in asking the entertainment industry's leadership to recognize their enormous influence on youth and to take immediate action to resolve an urgent public health threat, tobacco imagery in youth-rated films and its devastating impact on children.

There is no question that exposure to smoking in movies is a powerful pro-tobacco influence on children today. Studies show that Hollywood movies deliver tobacco impressions estimated in the billions to young audiences every year and are responsible for recruiting one-third to one-half of young smokers in the United States. Ultimately, half of these kids will die prematurely of a smoking-related disease. Additionally, the Centers for Disease Control and Prevention have repeatedly linked smoking in films to the recent stall in the decline of youth smoking.

Given the detrimental health consequences of exposure to on-screen smoking and overwhelming support for change, the time is now for the leadership in the entertainment industry to implement a meaningful ratings policy that will substantially reduce the likelihood of children starting an addiction that will afflict them with serious health consequences for the rest of their lives.

Implementation of the Smoke Free Movies policies listed below is a reasonable, zero cost solution to reducing youth exposure to on-screen smoking, thus decreasing initiation of a highly addictive product:

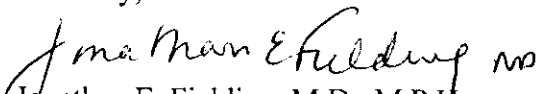
- 1) Rate new smoking movies "R"
- 2) Certify no pay-offs
- 3) Require strong anti-smoking ads
- 4) Stop tobacco brand identification

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The U.S. entertainment industry's persistent failure to implement these four policy recommendations puts hundreds of thousands of American young people—and millions more around the world—at risk of tobacco addiction, disease and death.

I look forward to continuing to work together to meet our shared goal of securing the entertainment industry's commitment to the Smoke Free Movies policy objectives and to their implementing these policies among their own film production, distribution subsidiaries corporations, and industry-wide.

Sincerely,

  
Jonathan E. Fielding, M.D., M.P.H.  
Director and Health Officer

JEF:lma

c: Robert A. Iger, President and CEO  
THE DISNEY COMPANY

K. Rupert Murdoch, Chairman and CEO  
THE NEWS CORPORATION

Sir Howard Stringer, Chairman and CEO  
SONY CORPORATION

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