State of California—Health and Human Services Agency
California Department of Public Health

MARK B HORTON, MD, MSPH
Director

ARNOLD SCHWARZENEGGER
Governor

July 10, 2008

Mr. Kurt C. Hall
President and Chief Executive Officer
National CineMedia LLC
9110 E. Nichols Avenue, Suite 200
Centennial, CO 80112-3405

Dear Mr. Hall:

I am writing to urge you to join the State and major film studios in taking action to help combat tobacco use in California.

Movies deliver billions of impressions to young audiences each year and studies have shown that smoking depiction in movies increases the risk of youth smoking initiation. To counter pro-tobacco influences, the California Health and Human Services Agency today announced an agreement to put California's anti-smoking ads before millions of viewers of motion picture DVDs that include scenes with tobacco use. I am writing to request that National CineMedia partner with us in this important effort and show Public Service Announcements (PSA) before movies depicting smoking.

The California Department of Public Health's California Tobacco Control Program (CTCP) has dozens of anti-smoking PSAs available for placement. Since 1991, the CTCP has been addressing the issue of smoking in movies through multiple strategies, including monitoring and rating tobacco use in movies and passing local resolutions encouraging theater chains to show PSAs before movies depicting smoking. All these efforts are aimed at minimizing the glamorization of smoking and promoting a more socially responsible depiction of tobacco use in movies. Placing these announcements prior to films will help prevent thousands of youth from starting smoking.

Please join me and many others including the Centers for Disease Control and Prevention, American Medical Association, American Heart Association, American Lung Association, American Academy of Pediatrics, and California State Parent Teacher Association in supporting the effort to minimize the impact of smoking in movies.

California Department of Public Health, Office of Public Affairs
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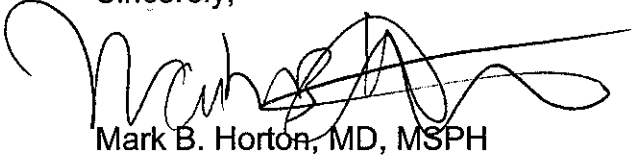
I would like to talk through this partnership opportunity with you in more detail. I will call your office to schedule a time to discuss at a mutually convenient time. In the meantime, if your staff would like to discuss this issue further, please contact Colleen Stevens, Chief of the CTCP Media Unit, California Department of Public Health, at (916) 449-5500. National CineMedia's involvement will significantly and positively impact the health of California's youth.

Sincerely,



Mark B. Horton, MD, MSPH
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