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February 20, 2013

St. Paul City Council
310 City Hall-County Courthouse
15 West Kellogg Blvd.
Saint Paul, MN 55119

Subject: Proposed Ordinance 13-8

Dear City Council Members:

On behalf of Lorillard Inc., the parent company of blu ecigs¹, we submit the following comments in opposition of Proposed Ordinance 13-8 to amend the definition of tobacco to include electronic cigarettes.

We believe that electronic cigarettes offer adult smokers a viable, acceptable alternative to traditional, tobacco-burning cigarettes. Electronic cigarettes have the look and feel of traditional tobacco cigarettes and simulate the act of smoking. However, unlike tobacco cigarettes, electronic cigarettes contain no tobacco and produce no tobacco smoke, ash, or odor. While electronic cigarettes may contain nicotine, not all do. Electronic cigarettes are sold nicotine-free.

We understand that tobacco products are dangerous, yet, it is important to reinforce that electronic cigarettes contain no tobacco and that not all electronic cigarettes even contain nicotine. Although the scientific research examining electronic cigarettes is much less developed than the decades' worth of research on cigarettes or smokeless tobacco, we believe the accumulating evidence indicates that electronic cigarettes may

- reduce tobacco consumption,
- provide an effective aid to smoking cessation, and
- be safer than traditional cigarettes since virtually none of the thousands of chemicals present in cigarette smoke are present in the vapor of electronic cigarettes.

¹ blu ecigs is an affiliate of Lorillard Tobacco Company.

Chapter 324.03 of the St. Paul Legislative Code defines tobacco as “any products containing, made, or derived from tobacco...” As stated previous, electronic cigarettes do not contain tobacco and not all electronic cigarettes include nicotine (which is derived from tobacco). Therefore, it would be improper to include electronic cigarettes under the definition of tobacco. Furthermore, such action by the City Council would impair the significant role that electronic cigarettes can play for smokers in Saint Paul in reducing the harm associated with tobacco use.

Lorillard will be engaged in the legislative and regulatory process at the state and local level relating to e-cigarettes. Lorillard supports and advocates for legislation or regulation that prevents the sale of electronic cigarettes to minors. We welcome the opportunity to work with you and others to adopt reasonable legislation or regulation that fairly and properly reflects the distinct differences between traditional tobacco cigarettes and electronic cigarettes while also protecting the interests of adult consumers of electronic cigarettes.

Thank you for your time and consideration of this request.

Sincerely,

A handwritten signature in blue ink, consisting of several overlapping loops and lines, positioned above the typed name.

Michael J. Shannon
Vice President, External Affairs and
Associate General Counsel