



**Altria**

Altria Group  
Distribution Company

**Servicing on behalf of:**

Philip Morris USA  
U.S. Smokeless Tobacco Company  
John Middleton  
Nat Sherman  
Nu Mark

January 30, 2020

<b>Subject</b>	<b>Altria is discontinuing all Sales &amp; Marketing Services to JUUL Labs, Inc.</b>
<b>To</b>	Retailers
<b>From</b>	Altria Group Distribution Company ( <b>AGDC</b> )
<b>Announcement</b>	<p>Effective March 31, 2020, Altria is discontinuing all sales &amp; marketing services it was providing to JUUL Labs, Inc. Effective immediately, AGDC will no longer provide support for JUUL products in your retail store.</p> <p>Altria's Companies will continue providing regulatory affairs services to JUUL, which includes supporting preparation and submission of PMTAs.</p>
<b>JUUL Coupon Inserts in Packs of PM USA Product</b>	<p>We recognize additional packs of PM USA cigarettes, in distribution, may contain JUUL coupons. These coupons are valid unless the expiration date on the coupon has passed. Any questions pertaining to the redemption of these coupons should be directed to JUUL Labs, Inc.</p> <p>PM USA will not provide JUUL Labs, Inc. coupon inserts in any future PM USA cigarette packs.</p>
<b>Questions pertaining to JUUL</b>	<p>Any JUUL related questions should be directed to your JUUL representative or <a href="mailto:retailers@JUUL.com">retailers@JUUL.com</a>.</p> <p>Your AGDC Representative will not be able to assist you with any JUUL related questions, merchandising or other sales and marketing activities.</p>
<b>Additional Questions</b>	<p>If you have any questions, please contact your AGDC Representative.</p> <p>Thank you for your continued support.</p>