

Exhibit 2



SMOKE FREE MOVIES

Tell Hollywood to rate smoking 'R'. One little letter will save a million lives.

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NEWS...

- [Truth Initiative, 7 Apr 2016 | Hollywood still struggling to quit...](#)
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RESEARCH...

- [UCSF CTCRE, 6 Apr 2016 | Smoking in top-grossing US movies,...](#)
 - [CDC, 6 Apr 2016 | Smoking in the movies: 2015](#)
 - [Ipsos, 1 Apr 2016 | Smokefree movies final omnibus report](#)
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NOW SHOWING | Top films in theaters the week of April 29, 2016

SMOKEFREE	RATING	COMPANY
Batman v Superman: Dawn...	PG-13	Time Warner
The Boss	R	Comcast
The Jungle Book	PG	Disney
My Big Fat Greek Wedding 2	PG-13	Comcast
The Huntsman: Winter...	PG-13	Comcast
Zootopia	PG	Disney
SMOKING		
Barbershop: The Next Cut	PG-13	Time Warner
Compadres	R	Pantelion
Criminal	R	Lionsgate
Eye in the Sky	R	Bleecker Street

Source: [Thumbs Up! Thumbs Down!](#)

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QUOTE UNQUOTE | Who's saying what about smoking movies

Let's keep tobacco companies and the greedheads who take their money from bombarding kids with the message that smoking is what cool people do.

— Film critic David Edelstein (2010)

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TAKE ACTION | How to get smoking out of the movies that kids see most

Want Hollywood to rate smoking R?
Tell them your selfie!



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