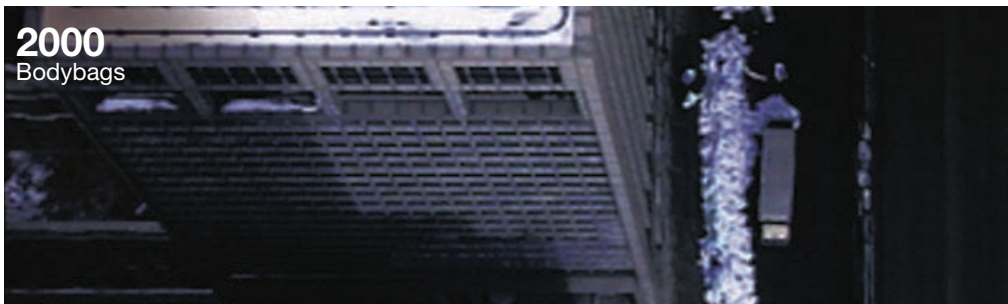




2000
Bodybags



**How do you fight an act
of rebellion like smoking?**

Use more rebellion.

Since 2000, the **truth**[®] campaign has hit Big Tobacco where it hurts most—with its own words. It's why **truth**[®] has been proven to keep teens from smoking, and won numerous awards. See for yourself.

2001
infect truth®

Cigarettes contain ammonia.
So does dog poop.

2001
Daily Dose



2002
Behind the Orange Curtain

BEHIND THE CURTAIN

2005
Fair Enough

"Fair Enough!"



2006
truth® found



2006
infect truth®



2003
Crazyworld



2004
Connect truth®



2004
Seek truth®



2006 & 2007
truth® documentary



2008
The Sunny Side of truth®





 **truth[®] Truck**

A summer tour travels across the country, allowing teens to engage firsthand with the **truth[®]** campaign. Signature **truth[®]** trucks rigged with DJ decks, video monitors and gaming systems allow teens to speak and interact with **truth[®]** crew members at popular events where teens gather. Each tour stop features impromptu rap sessions, join-in freestyle demos and giveaways of popular **truth[®]** "gear." All activities are designed to educate teens about the health and social consequences of tobacco use, and the marketing tactics of the tobacco industry.



The **truth**[®] campaign is everywhere in youth media—on television, at thetruth.com Web site, and on social networking sites. The highly interactive and relevant-to-teens Web site, thetruth.com, allows teens to engage with **truth**[®] on their own terms. The site features games, messaging systems, and information that can be forwarded to friends—allowing important **truth**[®] messages to spread quickly and effectively through the teen community.





 **truth® Gear**



Each summer, **truth®** produces iconic, fashionable items—“gear”—that teens want to wear and want to use. All items have a **truth®** message or tobacco-related fact. Working with graphic artists like Dave Kinsey, Friends With You, Jesper, Struggle Inc., and typeStereo, **truth®** is able to create a line of gear that teens can identify with and be proud to wear.