



THE VOICE OF INDEPENDENT RETAILERS

BUSINESS FIGHTS BACK

HELP STOP HIGHER TOBACCO TAXES

The Ohio Governor's budget (House Bill 472) includes:

- **Increasing** the state cigarette excise tax by **\$6.00-per carton** to \$18.50 per carton over two years.
- **Increasing the tax** on Other Tobacco Products (such as dip and cigars) by **188% to 49% of the wholesale price** over two years.
- **Imposing a NEW tax** on E-Cigarettes and most E-Cigarette cartridges/supplies at a rate equal to Other Tobacco Products.

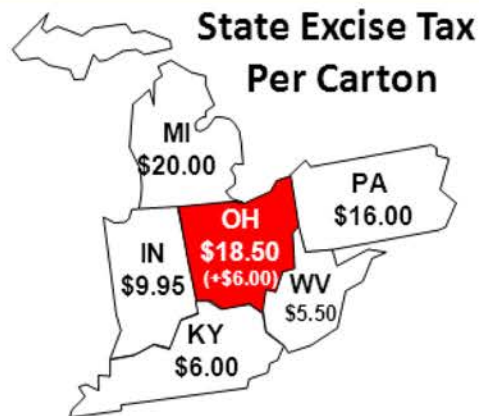
Take action today and tell your legislators in Columbus they should **OPPOSE!**

YOU NEED TO KNOW:

The Ohio Legislature is considering **INCREASING** the state cigarette excise tax by **48%** to \$18.50-per carton over the next two years!

Enactment of a \$6.00-per carton increase would mean a carton of cigarettes in Ohio would be subject to more state excise tax than the following surrounding states:

- **\$13.00** per carton **more** than **West Virginia**
- **\$12.50** per carton **more** than **Kentucky**
- **\$8.55** per carton **more** than **Indiana**
- **\$2.50** per carton **more** than **Pennsylvania**



INCREASING state tobacco excise taxes would **hurt your business** and it is **time to act!**

WHAT THIS MEANS TO YOU:

- ▶ Raising any taxes during a tough economy **is a bad idea** and only burdens hardworking business owners and taxpayers even more.
- ▶ Higher tobacco taxes **hurt** local retailers by encouraging adult smokers to purchase tobacco products from other sources, such as on Native American territories or across state lines.
- ▶ This could hurt your business, bottom line and cost jobs as a result of the sales you lose.

SPEAK OUT AND SAY NO!

Let your legislators know that increasing Ohio's tobacco taxes is a bad idea and they should oppose any tobacco tax increases or new taxes on E-Cigarettes!

TAKE ACTION TODAY!

Call your State Legislator in Columbus at 1-877-925-8742
or visit www.Tobaccoissues.com/Ohio to send an email.

YOU MAY WANT TO TELL YOUR STATE LEGISLATOR:

- Higher tobacco taxes hurt small businesses and threaten local jobs.
- We need responsible, long-term solutions for tax reform – NOT higher taxes.
- The Government needs to live within its means just like taxpayers are expected to do.

Contact Your Legislators Today - Stand Up, Speak Out & Make a Difference!

Thank you for your participation. Contacting your elected officials will make a difference.

Paid for by Altria Client Services, Inc. on behalf of Philip Morris USA, U.S. Smokeless Tobacco Co., John Middleton and Nu Mark LLC



HELP FIGHT TOBACCO TAX INCREASES AND A NEW TAX ON E-GIGARETTES IN OHIO

Tell Ohio Legislators **NO** to:

- Increasing the state cigarette excise tax by **\$6.00** to **\$18.50-per carton**.
- Increasing the tax on dip and cigars by **+188%** to **49% of the wholesale price**.
- Imposing a **NEW** tax on E-Cigarettes (**49% of the value**).

Call you state legislators toll-free today!

1 (866) 722-8669

or visit **www.TobaccoRights.com/Ohio** to send an email.

Tell Your Legislator:

- Tobacco taxes are already high enough!
- Local tobacco taxes would hurt small businesses.
- Now is not the time to allow for new taxes, even tobacco taxes.

Information provided by Altria Client Services Inc. on behalf of Philip Morris USA, U.S. Smokeless Tobacco Co., John Middleton and Nu Mark LLC

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