



TOBACCO CONTROL GROUPS DISAPPOINTED AS POU DAMAGES CASE FAILS

Media statement Wednesday 3 May 2006

The Smokefree Coalition and Action on Smoking and Health (ASH) have expressed disappointment and surprise this afternoon after Justice Lang's decision not to award compensatory damages to the family of Janice Pou.

Her children, Brandon and Kasey Pou sought \$310,000 from British American Tobacco and WD and HO Wills after their mother Janice Pou died of lung cancer in 2002.

The Smokefree Coalition and ASH say Janice Pou showed incredible courage and determination in spending her dying days seeking justice, even though she knew the case wouldn't be concluded in her lifetime. Her family are to be congratulated for carrying on the fight in her name, and continuing her stand against big tobacco, despite the ruling.

Smokefree Coalition Director Mark Peck said, "It's discouraging and regrettable that we've missed this opportunity to hold accountable an industry known for its systemic deceit.

"I'm sure Janice's family will agree, it was never about the money. No amount could have compensated for the loss of a loved one whose death was caused by a giant of an industry that creates an addictive and deadly product, and then glamorises it to entrap people like Janice for life."

ASH Director Becky Freeman says, "We are outraged that the tobacco industry hasn't been held responsible for essentially lying to its customers, and our hearts go out to the Pou family who have suffered the loss of their mother due to the greed and deceit of this unethical industry."

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