

Attached is a notice concerning Northwest Airlines that we are sending to 1.7 million Partisan smokers with our regular issue of Regulatory Watch being mailed April 6. These smokers are located in 11 key states, six of which are Northwest's primary markets.

Here's the situation:

- o According to the New York Times, Northwest Airlines plans to begin running an ad this Saturday promoting its new policy under the headline "Northwest Cleans the Air." We're trying to confirm this and learn more about what Northwest plans. Satchi & Satchi/DFS/Compton is the airlines' agency of record.
- o Dave Brenton, founder of Smokers' Rights Alliance in Arizona, has challenged Northwest Airlines to a debate over the smoking ban. Brenton is one of our more articulate Partisans and has received some coaching from TI. (See attached news release.)
- o The Tobacco Institute plans to issue a news release today that is critical of Northwest Airlines' service record, suggesting that its smoking policy is a "smoke screen."
- o TI also said it was working on other ideas.

URGENT NOTICE -- IMMEDIATE ACTION NEEDED!

Northwest Airlines is banning smoking on ALL of its flights in the United States, except to Hawaii. This TOTAL BAN begins April 23, the same day Congress's two-year ban on smoking on flights of two hours or less starts.

CONSIDER Northwest's complete disregard of smokers' rights when you make flight arrangements in the future. And encourage other supporters of smokers' rights to do the same.

WRITE directly to officials at Northwest and urge them to withdraw the smoking ban today. Unless smokers protest this action, a total smoking ban could soon spread to other major airlines -- SO SEND COPIES of your Northwest letter to the airlines listed on the other side. ~~In addition, call Northwest's toll-free number to lodge your protest.~~

ALSO, KEEP WRITING to your elected representatives in Washington, D.C. and urge them to repeal the current two-hour ban. SEND COPIES of these letters to the Department of Transportation as well, because that agency has an influence on airline smoking policies. See addresses on the other side.

SEE THE BACK OF THIS NOTICE FOR ADDRESSES OF
NORTHWEST AIRLINES, OTHER MAJOR
AIRLINES AND THE U.S. DEPARTMENT OF TRANSPORTATION

LET YOUR VOICE BE HEARD TODAY!