

COMPLIANCE DATES

AS OF JULY 1, 2010

ALL CIGARETTES
SOLD IN NEVADA
MUST BE
FIRE STANDARD
COMPLIANT
PER THE NRS 477.172
THROUGH
NRS 477.214
CONTACT THE
NEVADA STATE FIRE
MARSHAL FOR
MORE DETAILS



FIRE STANDARD COMPLIANT CIGARETTES



NEVADA STATE FIRE
MARSHAL DIVISION
Licensing Office

107 Jacobsen Way
Carson City, Nevada 89711
Tel: 775-684-7530
Fax: 775-684-7518

www.fire.state.nv.us

How To Identify

All cigarette packaging must have the letters "FSC" near the Universal Product Code (UPC). All cartons, boxes, and packages will be labeled. Identification Includes:

- The marking "FSC"
- Not less than 8-pt Type
- Uniformly marked the same on all brands of cigarettes



EDUCATING THE PUBLIC

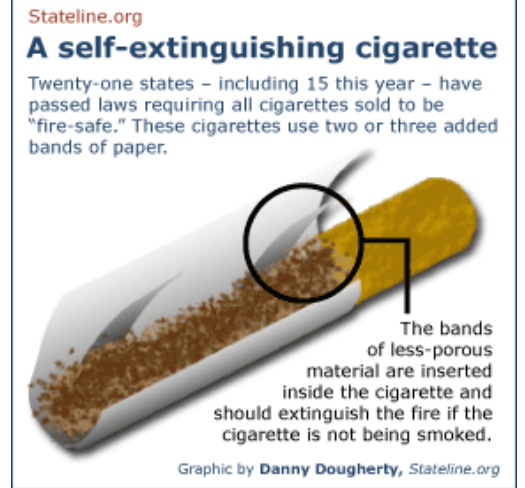
Manufacturers and wholesalers - Many actively participated in legislation and internally prepared for both production and distribution to meet timelines. They are responsible to provide each retailer with examples of packaging markings to indicate that cigarettes are fire safer. In March 2010, a letter from the Nevada Fire Marshal was sent to wholesalers advising that manufacturers, as of July 1, 2010, could only sell fire safer cigarettes to Nevada wholesalers. This provided time for wholesalers and retailers to reduce non-compliant product.

Retailers - All cigarette brands need markings to indicate they are Fire Standard Compliant Cigarettes. These are provided by manufacturers and wholesalers selling to retailers. The Nevada Department of Taxation regulate the cigarette taxes and the Nevada State Fire Marshal regulates the Fire Standard Compliant laws. Retailers need to make sure they fulfill all requirements to both state agencies.

Consumers - Consumers should feel comfortable knowing the cigarettes they buy are fire safer. For any concerns, contact the State Fire marshal Division.

Media - Media actively participated in promoting the news from legislation to implementation of this new law. Their visible efforts have increased public awareness of changes in Nevada's law to sell only self-extinguishing cigarettes, which will reduce the number of fires, injuries, and fire deaths caused by cigarettes. They have also actively targeted the responsibilities of those manufacturing and selling cigarettes in Nevada.

NO ROOM TO BURN



Sources: Coalition for Fire-Safe Cigarettes and Philip Morris USA

FINES

Manufacturers and Wholesalers:

\$10,000 or five times the wholesale invoice cost of the cigarettes.

Retailers:

\$500 when selling up to 1,000 cigarettes

\$1000 or five times the retail value (whichever is greater) when selling more than 1,000 cigarettes

Violators may be fined separately for each day they

