



MOTION PICTURE ASSOCIATION
OF AMERICA, INC.
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DAN GLICKMAN
PRESIDENT
AND
CHIEF EXECUTIVE OFFICER

December 5, 2005

The Honorable Joseph Curran, Jr.
Attorney General
State of Maryland
200 Saint Paul Place
Baltimore, MD 21202-2021

Dear General Curran:

On behalf of the Chief Executive Officers of the member companies of the Motion Picture Association of America, Inc. ("MPAA"), I am responding to the letter you recently sent on behalf of 32 State Attorneys General, requesting that each motion picture company insert an anti-smoking public service announcement on all home viewing formatted films in which smoking is depicted.

As I indicated in my letter of September 1, 2004 to you and your colleagues, any decision concerning public service announcements on DVDs or other media is ultimately undertaken by the distributing company. However, with regard to the substance of your recent letter, my members have asked that I respond for them collectively at this time. Production and placement of an anti-smoking public service announcement is one element that will be considered among a number of ideas in an overall campaign effort. This effort includes our members' participation in entertainment industry-wide activities to curtail cigarette smoking in situations in which it does not contribute to the development of the plot, story or character in the motion picture.

As you are aware, for a number of years, the MPAA and its members have been working, in cooperation with the creative community, on efforts to educate and motivate filmmakers to give more thoughtful and careful consideration in the portrayal of cigarette smoking. We are encouraged with the progress that has been made, but realize more can be done.

We look forward to keeping you apprised of our activities and the results of a meeting I am planning to convene in the near future with the MPAA member companies and the creative community to explore the entertainment industry's continued efforts to address this public health concern.

MPAA Executive Vice President Vans Stevenson, whom you and the other signatories know, will continue to take the lead on behalf of the Association and the member companies as we move forward addressing this issue. To that end, he will follow up with Marlene Trestman in your office soon to further our discussions on this matter.

Sincerely,



Dan Glickman

Copies: David W.W. Marquez, Attorney General of Alaska
Terry Goddard, Attorney General of Arizona
Mike Beebe, Attorney General of Arkansas
Richard Blumenthal, Attorney General of Connecticut
Robert J. Spagnoletti, Attorney General of the District of Columbia
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