





ARIVA™ FACT SHEET

PRODUCT DESCRIPTION

Ariva™ is an innovative smokeless tobacco product that neither requires smoke to be taken into the lungs nor exposes others to secondhand smoke. The product is compressed, powdered tobacco in the form of a pellet or cigarett™ piece, that is designed to dissolve in the mouth. Ariva™ offers adult cigarette smokers a viable alternative to smoking when they find themselves in smoke-free environments or are in a situation when they would prefer not to smoke, such as when children are present.

ARIVA™ CONSUMERS

According to market research, more than 40 percent of America's 47 million smokers are looking for acceptable alternatives to cigarettes. Ariva™ is for adult smokers who increasingly find themselves in situations when they can't smoke – for example, parents who don't want to expose their children to secondhand smoke, travelers who fly on long plane trips, or restaurant patrons who are prohibited from smoking in dining rooms.

ARIVA™ CONTENTS

Unlike cigarettes, Ariva™ does not contain the hundreds of toxic chemical constituents found in tobacco smoke. Additionally, the tobacco used in Ariva™ cigarett pieces™ is 100 percent Virginia StarCured™ tobacco.

PACKAGING AND LABELING

The Ariva™ package features a warning that states, "*There are no safe tobacco products. Quitting or not starting is your best option.*" This is consistent with Star's stated view that consumers should be encouraged not to use any tobacco products. The package also states prominently that Ariva™ is for adults only, and is not for sale to minors, which underscores Star's position that all efforts should be made to keep tobacco products out of the hands of minors.

Ariva™ also is the first tobacco product to use child-resistant packaging: the cigarett™ pieces are sold in blister packs. The company made this decision in part after reviewing poison control data on the annual incidence of illness arising from toddlers' accidental ingestion of whole cigarettes or cigarette butts.

STAR SCIENTIFIC, INC.

Star Scientific is a technology-oriented tobacco company whose primary purpose is to develop technology and tobacco products that can lessen the harm linked with tobacco. Star Scientific believes that all available technologies should be employed to develop products that can reduce the harm associated with long-term smoking. With Ariva™, Star's objective is to give adult smokers, a viable alternative tobacco product for when they can't smoke.

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