

For: Addiction Incorporated

Contact: Anita Bennett, 213.738.9240
Young Communications Group, Inc.

Documentary Reveals Truth About Nicotine Addiction and Tobacco Companies

Los Angeles, January 9, 2012—In 1980, a young scientist named Victor deNoble was hired by a major tobacco company. Fourteen years later he was testifying in front of Congress that despite the sworn testimony of the industry's chief executives, nicotine was indeed addictive and his research could prove it.

The documentary film, "Addiction Incorporated," tells the incredible true story of how one of the most important whistleblowers of our time dropped a bombshell on one of America's most powerful industries that still reverberates today.

The film opens for one week on January 20 at the Landmark Lumiere in San Francisco (1572 California St. at Polk) and at the Landmark Shattuck in Berkeley (2230 Shattuck Ave.) on the same date. The film director Charles Evans, Jr. and its subject, Victor deNoble, will be at the Lumiere in San Francisco on January 20 and at the Shattuck in Berkeley on January 21 to discuss the film and take questions following the first showing.

Today the story continues to unfold as provisions of the Family Smoking Prevention and Tobacco Control Act begin to go into effect, empowering the FDA to require that cigarette packages display disturbing photographs of rotting teeth and blackened lungs, ban sweetened cigarettes targeted to children and prohibit "light" and "low tar" labeling by fall 2012. The new law also allows the FDA to reduce nicotine in cigarettes to near nil, a prospect that could put big tobacco out of business.

If you think you know everything there is to know about cigarettes and nicotine, "Addiction Incorporated" will startle you with its vital, previously undisclosed information. It reveals exactly how the tobacco industry achieved behemoth power through scientific secrecy.

For more information about the national roll out or to get involved in the tobacco education movement, visit www.addictionincorporated.com

#