



July 1, 2025

Retailer Corrective Statement Signage Update

Retailers Can Remove Corrective Statements Signage from Stores on July 1, 2025

This article is an important update for retailers regarding the Corrective Statement signs displayed in retail stores.

According to a Settlement Agreement entered into by the U.S. Department of Justice, Altria Group, Inc., Philip Morris USA Inc., R.J. Reynolds Tobacco Company, and ITG Brands LLC, Corrective Statement signs have been installed and displayed since October 1, 2023 in retail stores that had manufacturer cigarette promotional contract programs in place. The Settlement Agreement required retailers to continuously display the Corrective Statement signs through June 30, 2025, known as the “Implementation Period.”

With the Implementation Period under the Settlement Agreement ending on June 30, 2025, this means that retailers can remove Corrective Statement signs from their stores on or after July 1, 2025, but not prior to July 1, 2025. The signs do not need to be retained by retailers but can be discarded.

If a NATO retail member has a question about the removal of Corrective Statement signs from stores, the member can contact Thomas Briant, NATO’s legal representative who serves on the Working Group, at tombriant@natocentral.org.

(Publisher’s Note: This article is authored by Thomas Briant, the legal representative for NATO on the Corrective Statements Working Group, and reviewed for accuracy by manufacturer legal counsel).

Note: The full details of the final court order and Settlement Agreement are not discussed in this article. To request a final copy of the final Settlement Agreement, known as a Consent Order, as signed by the federal judge implementing the Corrective Statement Settlement Agreement, please contact Thomas Briant at NATO.