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**IMPERIAL TOBACCO GOES BUTTSOUT TO HELP STUB OUT UK'S NO.1 LITTER PROBLEM**

Imperial Tobacco is pleased to announce that from 3<sup>rd</sup> August 2009 it will be adding the ButtsOut personal ashtray to its price list.

Already available from Budgens and Londis stores at 99p ButtsOut is a new, quirkily designed box for cigarette ends that fits ergonomically in the hand and snugly in the pocket for use outside when an ashtray is not to hand. It's a simple solution and as shown by local councils who have adopted ButtsOut, over 500 cigarette litter campaigns worldwide, it has proved highly effective in reducing cigarette litter.

In the UK, a staggering 122 tonnes of cigarette litter are dropped daily and Keep Britain Tidy estimate levels have doubled since the smoking ban was introduced in 2007, making it the no.1 litter problem.

Charlie Hamshaw-Thomas, Principal of CSR Solutions Limited and the driving force behind ButtsOut's UK retail launch explains: "our objective is to change what adult smokers do with their litter and we're delighted that Imperial Tobacco, the country's leading tobacco company, are helping to achieve our objective of making ButtsOut available everywhere cigarettes are sold."

"We're pleased to support ButtsOut" says Steve Stotesbury, Imperial Tobacco's UK Corporate Affairs Manager. "While litter is a matter of individual responsibility, we see personal ashtrays as an important



part of the answer in promoting considerate and responsible behaviour in the disposal of cigarettes.”

Phil Barton, Chief Executive of Keep Britain Tidy, welcomed the announcement. “We’re delighted to see Imperial Tobacco’s leadership and taking positive action in engaging with adult smokers in raising awareness of littering and providing alternative disposal solutions. With smoking litter having doubled since the smoking ban, this initiative is doubly welcome!”

- Ends -

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