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NEWS RELEASE

Landmark \$10.1 Billion Light Cigarette Fraud Case Heard by the Illinois Supreme Court

Plaintiffs argue that Philip Morris' Marlboro Light cigarette deception resulted in the most massive fraud in American history.

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Lawyers from Korein Tillery and Kellogg Huber appeared today before the Illinois Supreme Court to argue that an appellate court ruling reinstating the landmark 2003 verdict against the makers of Marlboro Light cigarettes should be affirmed. (*Price v. Philip Morris, Inc., No. 00-L-112; Supreme Court No. 117687.*) The \$10.1 billion verdict, one of the largest in United States history, was originally reached against Philip Morris on behalf of more than one million people in Illinois deceived by claims that Marlboro Light cigarettes were healthier than regular cigarettes. Calling this deception, “The most massive fraud in American history,” attorney David Frederick of Kellogg Huber told the justices that the appellate court properly reinstated the original 2003 judgment in 2014, and that decision should be affirmed by the [Illinois Supreme Court](#).

At the hearing today, Philip Morris attorneys argued that even if people were deceived by the lowered tar and nicotine descriptors, there is no way to determine how much money Marlboro Light purchasers in Illinois should receive for this deception. David Frederick pointed to the testimony of a Philip Morris economist who testified that society was already receiving an economic benefit because smoking was a net societal good. Testifying for Philip Morris, W. Kip Viscusi stated that, “since smokers are estimated to die sooner they will spend less time in nursing homes and fewer will live long enough to collect their retirement pensions.”

Korein Tillery senior partner Stephen Tillery was lead counsel in the 2003 trial. After the hearing today, Tillery said, “We are pleased with the way this case was argued today on behalf of all the people in Illinois who were deceived about Marlboro Lights being a healthier choice. Unfortunately, many of them switched to Marlboro Lights instead of quitting altogether. Who knows how many thousands of lives were lost because of that decision.”

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