

Class Action Summary

**E-Cigarettes Indirect Reseller and Direct Purchaser**  
**Antitrust Class Actions**

*This is not an official Court Notice. Information contained in this Summary is subject to change.  
There is no monetary settlement at this time.*

If you or your business purchased E-cigarettes on or after **October 5, 2018**,  
antitrust class action lawsuits alleging price fixing may affect you.

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**Eligible Class Members:** If certified, eligible class members include:

- **Direct Purchaser Class** – all persons or entities (excluding all governmental entities) in the United States that purchased “E-Cigarettes” (defined below and including devices and pods) *directly* from Juul Labs, Inc. (hereafter, “Juul”) on or after October 5, 2018; or
- **Indirect Reseller Class** – all businesses and entities (excluding federal governmental entities and instrumentalities of the federal government, states and their subdivisions, agencies and instrumentalities) in the United States that purchased E-Cigarettes and/or pods *indirectly* from Juul (i.e., the purchases were made from a distributor or other entity) for resale on or after October 25, 2018.

**Definition of “E-Cigarettes”:** For purposes of this Summary, “E-Cigarettes” include closed-system electronic cigarettes that consist of a device housing a battery and a heating mechanism, and sealed cartridges or pods that are pre-filled with a liquid nicotine solution. Examples of closed-system devices include cigalikes (which are similar to traditional cigarettes in size and shape) and pod-based products (such as Juul or MarkTen Elite) which resemble USB drives.

**“Defendants”:** The following entities are Defendants in at least one of the class action complaints: Juul, Altria Enterprises LLC, Altria Group, Inc., Kevin “KC” Crosthwaite, Nicholas J. Pritzker, Riaz Valani, Dinyar Devitre, Kevin Burns, James Monsees, Adam Bowen, Gerald Masoudi, Timothy Danaher, Howard Willard, William (“Billy”) Gifford and Murray Garnick.

**Case History:** In 2020, class action lawsuits were filed on behalf of the Indirect Reseller and Direct Purchaser Classes alleging that agreements between Juul and Altria wherein Altria agreed to refrain from competing against Juul in the U.S. market for E-Cigarettes in return for an ownership interest in Juul restrained competition in the E-cigarette market and affected the prices of E-Cigarettes in violation of state and federal laws. It is impossible to predict the outcome, but money may become available to eligible class members if the classes are certified and a settlement is reached with one or more of the Defendants in the future. FRS will update this Summary as the case progresses and new information becomes available.

**If a monetary settlement is obtained, information about it will be available from Class Counsel. You also may visit the Court-approved website once one is established. Please understand that you have the right to file on your own if and when there is a monetary settlement. To learn more about our services, visit [www.FRSCO.com](http://www.FRSCO.com).**

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**The Services FRS Provides:** Financial Recovery Strategies (FRS) is a class action claims management consultant; we are not a court appointed claims administrator or class counsel. If you hire FRS, FRS will work within your guidelines to manage the claims process. The services that FRS provides include the following: (i) notifying you when we believe that you may be eligible to participate in settlements likely to be valuable to you; (ii) endeavoring to enhance the likelihood that all of your eligible business units (e.g., subsidiaries, divisions, acquisitions and divestitures) are included in the claims process; (iii) to reduce the support needed from your in-house staff, providing advice on what, if any, documents need to be collected and maintained, and, when requested, assisting in that effort; (iv) when required documents are not available or are too burdensome to collect, attempting to develop innovative alternatives to satisfy documentation requirements and striving to obtain approval of those alternatives; (v) preparing, assembling and submitting your claim package, and managing it throughout the claims processing phase, including working with you to address any concerns or questions claims administrators may have; (vi) providing regular updates on the recovery process; (vii) reviewing your payment to assure that it has not been under calculated; and (viii) following up with you to assure that your recovery check is deposited. FRS’s recovery specialists are always available to answer any questions you may have.

**How to Retain FRS:** If you wish to hire FRS to file and manage a claim on your behalf, you must return a signed Claims Management Agreement and a signed Authority to File and Manage Claims. Before doing so, it is important that you understand their terms and make sure that all information about you is correct.