

CVS Health Marks First Anniversary of Tobacco Removal With New Data on Decision's Impact, Extends Commitment to Creating Tobacco-Free Generation

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New Data Shows Reduction in Cigarette Purchases Across All Retailers

CVS Health and its Foundation Announce School-based Tobacco-prevention Program

WOONSOCKET, R.I., Sept. 3, 2015 – CVS Health (NYSE: CVS) today marked the first anniversary of ending tobacco sales at CVS/pharmacy by releasing new data showing a measurable reduction in cigarette purchases over the past year. The company also announced it is renewing its commitment to creating a tobacco-free generation through a joint initiative between CVS Health, its Foundation and Scholastic to launch a school-based tobacco-prevention program.

“One year ago, we stopped selling tobacco products because it conflicted with our purpose of helping people on their path to better health,” said Troyen A. Brennan, M.D., M.P.H., Chief Medical Officer, CVS Health. “Today, we are excited to release new data demonstrating the positive impact our decision has had on public health overall as shown by a measurable decrease in the number of cigarette purchases across all retailers.”

The study, conducted by the CVS Health Research Institute, evaluated cigarette pack purchases at drug, food, big box, dollar, convenience and gas station retailers in the eight months after CVS/pharmacy stopped selling tobacco products. The study found an additional one percent reduction in cigarette pack sales in states where CVS/pharmacy had a 15 percent or greater share of the retail pharmacy market, compared to states with no CVS/pharmacy stores. Over the same eight-month period, the average smoker in these states purchased five fewer cigarette packs and, in total, approximately 95 million fewer packs were sold.

Further bolstering the impact of CVS/pharmacy's tobacco removal, the CVS Health Research Institute study showed a four percent increase in nicotine patch purchases in the states with a CVS/pharmacy market share of 15 percent or more, in the period immediately following the end of tobacco sales. This indicates that there was also a positive effect on attempts to quit smoking.

“We know that more than two-thirds of smokers want to quit – and that half of smokers try to quit each year. We also know that cigarette purchases are often spontaneous.

And so we reasoned that removing a convenient location to buy cigarettes could decrease overall tobacco use,” Brennan said. “This new data demonstrates that CVS Health’s decision to stop selling tobacco did indeed have a real public health impact.” The impact of CVS Health’s tobacco cessation efforts can also be measured in the reach of its pharmacists and nurse practitioners, who have worked to support customers’ efforts to quit smoking. Since September 3, 2014, the average number of MinuteClinic “Start to Stop” smoking cessation visits conducted per month nearly doubled. CVS pharmacists counseled more than 260,000 patients about smoking cessation and filled nearly 600,000 Nicotine Replacement Therapy (NRT) prescriptions. The company also distributed millions of smoking cessation informational brochures and hundreds of thousands of “Last Pack” toolkits, and educated more than one million people via its Online Cessation Hub on CVS.com.

In the year since removing tobacco products, CVS Health also made a significant commitment to philanthropic giving and strategic partnerships, pledging more than \$1 million in corporate grants to tobacco cessation and prevention programs. CVS Health and its Foundation also built on partnerships with organizations leading the fight against tobacco and supporting those living with its health consequences including Campaign for Tobacco-Free Kids, Stand Up To Cancer, and American Lung Association’s LUNGFORCE.

In celebration of the past year’s success, CVS Health has made new commitments to further its impact in the coming years. Today, CVS Health and its Foundation also announced a strategic initiative with Scholastic, the global children’s publishing, education and media company, to introduce a new, school-based program aimed at preventing youth smoking and teaching children about the health consequences of tobacco use.

“Over the last year, CVS Health has created partnerships with community organizations across the country that are dedicated to helping people quit smoking and communicating the importance of never starting tobacco use,” said Eileen Howard Boone, Senior Vice President, Corporate Social Responsibility and Philanthropy, CVS Health and President, CVS Health Foundation. “Today, we are proud to mark our one-year anniversary by building on our commitment to be a meaningful part of the effort to make the next generation tobacco-free. By partnering with an expert in education to launch this new program, we will reach millions of kids across the country with critical tobacco-prevention education.”

The program will reach nearly three million children in grades three, four and five when it begins this fall, with a second component offered in some pilot markets for young adults in grades six and seven to be introduced in early 2016. It will include classroom resources for teachers and students as well as take-home components that give parents the opportunity to talk to their children about smoking. The middle school component will include a student engagement program, with the chance to receive incentives such as scholarships and youth-focused community training.

About CVS Health

