

## Bavarian Administrative Court Munich

- Press Office -

Press Release of Wednesday, December 11, 2013

### Advertising campaign still prohibited for the time being

With its decision of December 11, 2013 (M 18 S 13.4834), the Bavarian Administrative Court Munich, 18<sup>th</sup> chamber, in expedited proceedings, confirmed the immediate enforcement of the ban on the photos and text of Philip Morris's "Maybe" campaign for Marlboro cigarettes, pronounced with the decision of the Munich District Administrator's Office of October 8, 2013.

New time periods are needed for the enforcement of the ban.

Upon summary review, the court sees many indications that the campaign banned by the Munich County Council is particularly apt, at least in parts, to prompt teenagers and young adults between 14 and 21 years old to smoke, which is prohibited according to §22 Para. 2 Clause 1 No. 1 b of the German Preliminary Tobacco Act.

However, a final clarification of this issue is reserved for the court proceeding.

Not confirmed was the ban on using the terms "maybe", "be" and the previously used photos and text of the "maybe" campaign in the future since this ban, without knowing in which manner they will be used in advertising campaigns in the future, is too vague and far-reaching.

Appeals against the decision may be filed at the administrative courthouse within two weeks.

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