

MEDIA & MARKETING

Altria Group Inc.

Court Reinstates Suit On Cigarette Marketing

The First Circuit Court of Appeals reinstated a class-action lawsuit brought by Maine residents against Altria Group Inc.'s Philip Morris unit, rejecting the company's argument that the claims were pre-empted by federal law. The case alleges that the tobacco company violated Maine Unfair Trade Practices laws by engaging in unfair and deceptive acts or practices in marketing so-called light cigarettes. A spokesman for Altria, which is based in New York, said the company will appeal the case to the U.S. Supreme Court.