

[Letter to RNAO from Cadbury Schweppes Canada]

Dear Ms. Zych and Ms. Grinspun,

It's our sincere intention to make great products that delight consumers. When it comes to advertising, we test our commercials to help ensure that they are generally well received and appropriate. We tested the Dentyne Ice ad before approving it, and it was very well received, and we relied on the strength of the test results when we originally advised you we would continue to run the ad.

We have since understood the perspective of nurses, and we want to correct the situation. We never intended to offend nurses. Indeed, we have a great deal of respect for nurses and the valuable work they do.

Your feedback and the emails we received from nurses explaining their perspectives were important to us, and we heard your request to stop airing the ad. I'm confirming that we have decided to stop airing the Dentyne Ice ad. We expect this withdrawal from the airways will be complete within the next two to three days.

Furthermore, we will commit to you that if we have nurses in our future Canadian or U.S. advertising, we will test the ads in advance with nurses. We're making this decision to support your overall goal of fair depiction of nurses in the media.

In summary, we welcomed hearing from nurses to truly understand the situation, we respect the important and good work nurses do, and we hope you're pleased to hear about the withdrawal and our additional commitment to future advertising. Thank you for your patience and commitment, and please extend our very best wishes to your membership.

Thank you.

Luisa Girotto
Director, Corporate Communication
Cadbury Schweppes Canada