

**If you purchased JUUL pods, not devices or JUUL pods sold in JUUL kits containing devices, from a brick-and-mortar retail store, such as a convenience store, gas station, or vape shop, for personal use and not resale, from October 25, 2018 through March 29, 2024, a class action may affect your rights.**

*You are not being sued.*

*A federal court has authorized this notice.*

*This is not a solicitation from a lawyer.*

- On February 5, 2026, the Hon. William H. Orrick of the United States District Court for the Northern District of California entered an order in an antitrust class action against Juul Labs, Inc. (“JLI”) and Altria, Inc. (“Altria”) (collectively “Defendants”) certifying classes of consumers (the “Consumer Classes”) of pre-filled, non-reusable e-liquid cartridges used in nicotine e-vapor products and devices manufactured by JUUL (“JUUL pods”).

### **Who is Included in the Consumer Classes?**

The Court has certified a multistate Cartwright Act Class consisting of all persons and entities in the States of Arizona, California, the District of Columbia, Florida, Hawaii, Iowa, Kansas, Maine, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Nebraska, Nevada, New Hampshire, New Mexico, New York, North Carolina, North Dakota, Oregon, Rhode Island, South Dakota, Utah, Vermont, West Virginia, and Wisconsin who indirectly purchased JUUL pods (excluding devices or JUUL kits containing devices), between October 25, 2018, and March 29, 2024 (the “Class Period”).

“Indirectly purchased” means you did not buy JUUL pods from JLI. Instead, you bought them from brick-and-mortar retailers, such as grocery stores, supermarkets, liquor stores, or gas stations, for your personal use and not for resale. The Court also certified separate state classes of consumers in California, Florida, Hawaii, Massachusetts, New York, and Rhode Island who purchased JUUL pods indirectly, not directly from JLI during the Class Period. The state-specific classes are:

- **California Class:** All persons or entities in the State of California who indirectly purchased JUUL pods during the Class Period for personal use and not resale.
- **Florida Class:** All persons or entities in the State of Florida who indirectly purchased JUUL pods during the Class Period for personal use and not resale.
- **Hawaii Class:** all persons or entities in the State of Hawaii who indirectly purchased JUUL pods during the Class Period for personal use and not resale.
- **Massachusetts Class:** all persons or entities in the State of Massachusetts who indirectly purchased JUUL pods during the Class Period for personal use and not resale.
- **New York Class:** all persons or entities in the State of New York who indirectly purchased JUUL pods during the Class Period for personal use and not resale.
- **Rhode Island Class:** all persons or entities in the State of Rhode Island who indirectly purchased JUUL pods during the Class Period for personal use and not resale.

You may be included in the multistate Cartwright Act Class as well as in a state class (together, the “Consumer Classes”). However, if the Plaintiffs are successful, each class member is only entitled to recover once for his, her, or its damages.

**Questions? Go to [www.JuulAntitrustConsumer.com](http://www.JuulAntitrustConsumer.com) or call 1-877-239-5587.**

If you purchased JUUL pods directly from JLI through JLI’s website, you may also be a member of a separate class action on behalf of direct purchasers that is proceeding in the same lawsuit. If you choose to opt out of this class action, you will still be included in the direct purchaser class action unless you separately opt out of that class as well. Conversely, if you choose to opt out of the direct purchaser class action, you will still be included in the Consumer Classes unless you separately choose to opt out. Information about the direct purchaser class can be found at [www.JuulAntitrust.com](http://www.JuulAntitrust.com).

The Court has not decided who is right or wrong. The Plaintiffs must prove their claims against the Defendants at trial. No money or other relief is available at this time, and there is no guarantee there will be in the future. If you do not ask to be excluded from the Consumer Classes and money or benefits are later obtained from Defendants, you will be notified about how to receive your benefits. However, if you are a member of any of the Consumer Classes described above, your legal rights may be affected.

Defendants have filed a petition with the United States Court of Appeals for the Ninth Circuit for appellate review of the Court’s order certifying the Classes.

**This Notice may affect your rights. Please read it carefully.**

<b>Your Legal Rights and Options</b>		<b>Deadline</b>
<b>Do NOTHING</b>	<b>Stay in the Consumer Classes. Await the outcome. Give up the right to sue separately.</b> By doing nothing, you keep the possibility of getting money or benefits that may come from a trial or a settlement. You will give up your right to sue Defendants separately about the same legal claims in this lawsuit. You will be bound by any future judgment in this lawsuit.	
<b>EXCLUDE YOURSELF</b>	<b>Get out of the Consumer Classes. Get no benefits if any are available in the future. Keep your right to sue separately.</b> If you ask to be excluded from the Consumer Classes and money or benefits are later awarded, you will not receive any money or benefits. You will keep any right to file your own lawsuit or be part of any other lawsuit against Defendants at your own expense and with your own lawyer about the same legal claims in this lawsuit.	Postmarked or electronically submitted by: <b>May 20, 2026</b>

## **BASIC INFORMATION**

### **1) Why is this Notice being provided?**

You are receiving this notice because records show that you may have purchased JUUL pods, other than those sold in devices or JUUL kits containing devices, from a brick-and-mortar retailer, such as a grocery store, supermarket, liquor store, or gas station, for your personal use and not for resale, between October 25, 2018, and March 29, 2024, in Arizona, California, the District of Columbia, Florida, Hawaii, Iowa, Kansas, Maine, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Nebraska, Nevada, New Hampshire, New Mexico, New York, North Carolina, North Dakota, Oregon, Rhode Island, South Dakota, Utah, Vermont, West Virginia, or Wisconsin.

The purpose of this Notice is to provide information about this lawsuit and explain your legal rights and options.

**Questions? Go to [www.JuulAntitrustConsumer.com](http://www.JuulAntitrustConsumer.com) or call 1-877-239-5587.**

## **2) Why is the lawsuit a class action?**

In a class action, one or more people (called class representatives) sue on behalf of all people who have similar legal claims. Together, all these people are called a class or class members. One court will resolve the issues for all class members, except for those class members who timely exclude themselves (opt-out) from the class.

## **THE LEGAL CLAIMS IN THE LAWSUIT**

### **3) What is this lawsuit about?**

The Plaintiffs allege that the Defendants violated certain federal and state antitrust laws by conspiring to restrain competition and entered into a transaction that substantially lessened competition in the market for nicotine e-vapor products and devices (known as “Closed System E-Vapor Products”). E-Vapor Products are electronic devices that deliver nicotine to a user by vaporizing a liquid nicotine solution. In a closed system, the liquid is contained in a pre-filled, sealed cartridge, pod, or tank.

The Plaintiffs also allege that as a direct result of the Defendants’ anticompetitive conduct, consumers who purchased JUUL pods paid higher prices for those products than they would have paid absent Defendants’ anticompetitive conduct.

Defendants deny that they did anything wrong or violated any laws. Defendants say that the agreement the Plaintiffs allege did not exist. Defendants also deny that the transaction in question substantially lessened competition in the market for Closed System E-Vapor Products or any other relevant market.

A complete description of the legal claims and defenses at issue in this lawsuit is contained in the case documents located on the case website at [www.JuulAntitrustConsumer.com](http://www.JuulAntitrustConsumer.com).

### **4) Has the Court decided who is right?**

The Court has not decided whether the Plaintiffs or the Defendants are right. By certifying the Consumer Classes and providing this Notice, the Court has not decided and is not suggesting that the Plaintiffs will win or lose this lawsuit. The parties have a chance to prove or disprove their legal claims or defenses. The Plaintiffs must prove their legal claims at a trial to prevail.

### **5) What are the Plaintiffs asking for?**

The Plaintiffs are asking for money damages for the members of the Consumer Classes for harm caused by the Defendants’ alleged wrongdoing, as well as attorneys’ fees and costs incurred to bring this lawsuit.

### **6) Is there any money or benefits available now?**

No money or other benefits are available now. The Court has not decided whether Defendants did anything wrong, and the parties have not settled the lawsuit. There is no guarantee that money or other benefits will be obtained in the future. You will be notified if money or other benefits become available.

**Questions? Go to [www.JuulAntitrustConsumer.com](http://www.JuulAntitrustConsumer.com) or call 1-877-239-5587.**

## 7) What if I am still not sure whether I am in the Consumer Classes?

If you are still not sure whether you are included in the Consumer Classes, you may go to the case website at [www.JuulAntitrustConsumer.com](http://www.JuulAntitrustConsumer.com) or call the Notice Administrator’s toll-free number at 1-877-239-5587.

## YOUR RIGHTS AND OPTIONS

You must decide whether to stay in the Consumer Classes or ask to be excluded (and keep your right to sue the Defendants in your own separate lawsuit at your own expense).

## 8) What happens if I do nothing at all?

You do not have to do anything now if you want to keep the possibility of getting money or other benefits from this lawsuit in the future. By doing nothing you are staying in the Consumer Classes and if the Plaintiffs obtain money or other benefits in the future, you will be notified about how to get your share. If you do nothing now, you will not be able to sue or continue to sue the Defendants—as part of any other lawsuit—about the same legal claims made in this lawsuit. You also will be legally bound by the orders and judgments of the Court in this case.

## 9) Why would I ask to be excluded?

If you want to sue the Defendants or already have your own lawsuit against the Defendants regarding the same legal claims made in this lawsuit at your own expense, you must be excluded from the Consumer Classes. If you exclude yourself from the Consumer Classes—sometimes called “opting-out”—you will not get any money or benefits from this lawsuit even if the Plaintiffs win at trial or there is a settlement. If you exclude yourself, you will not be legally bound by the Court’s judgment in this lawsuit.

If you start your own lawsuit or continue with an existing lawsuit against the Defendants after you exclude yourself, you will have to hire and pay your own lawyer and expenses for that lawsuit and you will have to prove your legal claims.

If you exclude yourself in order to start or continue your own lawsuit against the Defendants, you should talk to your own lawyer soon because **your legal claims may be subject to a statute of limitations**, meaning that you may face a deadline after which you cannot sue the Defendants for these claims.

## 10) How do I ask the Court to exclude me from the Consumer Classes?

To exclude yourself from the Consumer Classes, you must mail a written request for exclusion or electronically submit your request for exclusion on the website. A written request must include the following:

- 1) Your name, address, telephone number, and email address (if any);
- 2) Your personal physical signature; and
- 3) A statement that you want to be excluded from the Consumer Classes, such as “I hereby request to be excluded from the Consumer Classes in *In re: Juul Labs, Inc. Antitrust Litigation*.”

The written exclusion request must be **mailed** to the Notice Administrator at the following address, and be **postmarked by May 20, 2026**:

**Questions? Go to [www.JuulAntitrustConsumer.com](http://www.JuulAntitrustConsumer.com) or call 1-877-239-5587.**

*In re: Juul Labs, Inc. Antitrust Litigation*  
Indirect Purchaser Plaintiff Class  
Notice Administrator  
PO Box 2119  
**Portland, OR 97208-2119**

Please note per the United States Postal Service, mail may *not* be postmarked the day it is deposited in a mailbox or at a local post office. Postmarks occur when mail reaches a processing facility. To meet a postmark deadline, **mail at least a week prior to a postmark deadline**, get a manual postmark in-person at any post office, or mail via Certified Mail.

**You cannot exclude yourself (opt out) by telephone or by email.**

“Mass” or “class” requests for exclusion filed by third parties on behalf of a “mass” or “class” of class members or multiple Class members where the opt out has not been signed by each and every individual class member will not be allowed.

## **THE LAWYERS REPRESENTING YOU**

### **11) Do I have a lawyer in this lawsuit?**

Yes. The Court has appointed Robin F. Zwerling of the law firm Zwerling, Schachter & Zwerling, LLP, as Class Counsel to represent the Consumer Classes for the purposes of this lawsuit. You may hire your own lawyer at your own cost and expense if you want someone other than Class Counsel to represent you in this lawsuit.

### **12) Should I get my own lawyer?**

You do not need to hire your own lawyer because Class Counsel is working on your behalf. But, if you want your own lawyer, you can hire your own lawyer at your own expense. For example, you can ask them to appear in Court for you if you want someone other than Class Counsel to speak for you.

### **13) How will Class Counsel be paid?**

If Class Counsel recovers money or other benefits for the Consumer Classes, they may ask the Court for an award of attorneys’ fees and expenses. You will not have to personally pay these attorneys’ fees and expenses. If the Court grants Class Counsel’s request, the attorneys’ fees and expenses will either be deducted from any money obtained for the Consumer Classes or paid separately by Defendants.

## **THE TRIAL**

### **14) How and when will the Court decide who is right?**

If the lawsuit is not resolved by a settlement or otherwise, Plaintiffs will have to prove the Consumer Classes’ legal claims at a trial. The trial has been scheduled for **September 28, 2026**. This date may change. During the trial, a jury and the judge will hear all of the evidence to help them reach a decision about whether the Consumer Classes or the Defendants are right about the legal claims in the lawsuit. There is no guarantee that Plaintiffs will win, or that they will get any recovery for the Consumer Classes.

**Questions? Go to [www.JuulAntitrustConsumer.com](http://www.JuulAntitrustConsumer.com) or call 1-877-239-5587.**

### 15) Do I have to attend the trial?

No. You do not need to attend the trial. Class Counsel and other counsel will present the case for the Indirect Purchaser Plaintiffs and the Consumer Classes, and lawyers for the Defendants will present the defenses. You or your own lawyer may attend at your own expense.

### 16) Will I get money after the trial?

If the Plaintiffs recover money or other benefits as a result of the lawsuit, and you remain in the Consumer Classes, you will be notified about how to participate to receive money or other benefits.

## GETTING MORE INFORMATION

### 17) How do I get more information?

This Notice summarizes the lawsuit and the proceedings. You can get additional information by visiting [www.JuulAntitrustConsumer.com](http://www.JuulAntitrustConsumer.com), by calling 1-877-239-5587 or by writing to:

*In re: Juul Labs, Inc. Antitrust Litigation*  
Indirect Purchaser Plaintiff Class  
Notice Administrator  
PO Box 2119  
Portland, OR 97208-2119

You may also contact Class Counsel at the following addresses:

**Zwerling, Schachter & Zwerling, LLP**  
Robin F. Zwerling  
41 Madison Ave  
New York, NY 10010

You may also access the court docket in this lawsuit, for a fee, through the court's Public Access to Electronic Records (PACER) system at <https://ecf.cand.uscourts.gov>. To learn about PACER and register for a PACER account, go to <https://www.Pacer.gov/>. Once you have a PACER account, you can access and retrieve documents from the court's docket for the lawsuit at <https://ecf.cand.uscourts.gov/cgi-bin/login.pl>.

You can also access and retrieve documents from the Court's docket by visiting the office of the Clerk of the Court for the United States District Court for the Northern District of California, 280 South 1st Street, San Francisco, CA 95113, between 9:00 a.m. and 4:00 p.m., Monday through Friday, excluding Court holidays.

Important case documents are located on the case website at [www.JuulAntitrustConsumer.com](http://www.JuulAntitrustConsumer.com).

**PLEASE DO NOT TELEPHONE THE COURT OR THE COURT CLERK'S OFFICE  
REGARDING THIS NOTICE**

**Questions? Go to [www.JuulAntitrustConsumer.com](http://www.JuulAntitrustConsumer.com) or call 1-877-239-5587.**