

## BEASLEY ALLEN ANNOUNCES \$235 MILLION ALTRIA SETTLEMENT, END TO JUUL LITIGATION

***Beasley Allen lawyers helped secure \$235 million from Altria to end four years of JUUL litigation.***

**Montgomery, Ala.** (May 16, 2023) – Beasley Allen is pleased to announce a \$235 million global settlement with Altria Group Inc., a JUUL investor that helped fuel the nation’s youth vaping crisis. Beasley Allen attorneys Joseph VanZandt, Soo Seok Yang and Davis Vaughn helped represent the San Francisco Unified School District against the company.

“We were honored to work with JUUL MDL leadership to achieve such a tremendous result for our deserving clients. This settlement offers meaningful relief by directly addressing the public health epidemic caused by e-cigarettes. It also bypasses further trials and appeals, ending litigation brought to protect and assist children, adolescents, young adults, parents, schools and health departments,” said Beasley Allen lawyer Joseph VanZandt.

The historic settlement concludes the firm’s four years of tireless effort to hold e-cigarette manufacturers and related entities responsible for harming youth, resolving over 8,500 personal injury cases, over 1,400 government entity cases and a massive consumer class action case in the MDL and the JCCP. Last December, as a Plaintiffs’ Steering Committee member, VanZandt helped secure four separate global settlements against JUUL.

Beasley Allen was among the first firms in the country to file lawsuits against e-cigarette giant JUUL and associated defendants, alleging the company intentionally created a device designed to hook a new generation on nicotine. The lawsuits further alleged that JUUL targeted youth with its aggressive advertising campaigns, fraudulently marketing its devices and products and failing to warn of the products’ highly addictive nature.

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