

WHERE THERE'S SMOKE, THERE'S FIRE

Experienced analytical, strategic and testifying services in support of tobacco and vaping litigation and arbitration matters



TOBACCO / VAPING ARBITRATION AND LITIGATION

TOBACCO NPM ARBITRATION DUE DILIGENCE

In 1998, several tobacco producers engaged in a pivotal, multi-billion dollar settlement arrangement with multiple states, establishing penalties tied to forthcoming tobacco sales.

One obligation that fell upon states was demonstrating due diligence in overseeing the operations of non-participating tobacco manufacturers (NPMs), including the meticulous collection of mandated escrow payments.

CELERITY ARBITRATION AND LITIGATION EXPERTISE

Celerity's tobacco / vaping arbitration and litigation expertise constitutes a significant segment within our comprehensive data and damages analysis practice.

Celerity experts and PMP-certified project managers have provided winning strategies and robust analyses to 15 states over the past decade to address prominent litigation and arbitration cases within the industry.

- **Custom techniques and technologies** to ensure projects are completed on time and within budget
- **Proven track record** working with large / diverse data sets, offering systematic and defensible solutions to intricate legal and business inquiries
- **Advanced proficiency** in handling structured data from various electronic sources, including SAS, SAP and proprietary databases
- **Skilled in converting unstructured data** from files such as Word or PDF documents into optimal analysis formats
- **Systematic execution of tasks** from basic queries to intricate cursors and algorithms, supported through declarations or live testimony.

TOBACCO ARBITRATION AND LITIGATION SERVICES

Celerity's tobacco and vaping arbitration and litigation services provide clients with advanced knowledge, expertise and execution across all matter phases.

- Live expert testimony on behalf of clients
- Rebuttal reports and testimony against opposing experts
- Tobacco sales, escrow and deposit data analysis
- Manufacturer, distributor and retailer data analysis of potential liability, diversion, fraud or non-compliance matters
- Database management and conversion from hard copy to electronic formats

VAPING LITIGATION SERVICES

Complementing our tobacco services, Celerity also provides clients with expert data analysis services relative to the manufacture, sale and marketing of vaping products.

- Secret shopper data analysis to identify underage sales and sales beyond the authorized volumes of vaping products
- Analysis of the failures of vaping manufacturers to properly monitor retailers and escalate violation penalties
- Development of accurate and compelling graphic representations in support of our analyses
- Analysis of vaping manufacturer depositions, exhibits and discovery assets including:
 - Brick and mortar retailer sales data
 - Brick and mortar age verification data
 - eCommerce sales age verification data
 - Corporate board minutes
 - Health and science records
 - Manufacturer's health claims
 - Marketing and advertising records
 - Product design records
 - Youth appeal, education and sales data

WHY CELERITY?

- Extensive tobacco / vaping acumen
- Advanced litigation trial and testimony experience
- Optimized processes and proficiencies
- Customized techniques and technologies
- Proven successful track record

ABOUT CELERITY

Celerity is an agile risk optimization company that helps public utility organizations convert complex data into clear, actionable intelligence to mitigate risk, optimize assets and maximize project results.

Blending extensive client experience with deep vendor-side acumen, Celerity energy engineers orchestrate precision data analysis, strategic consulting and project management services to solve complex energy challenges via acute listening, proactive thinking and relentless grit.

Based in Walnut Creek, CA with remote offices nationwide, Celerity energy engineers perform a critical, leadership role as strategic liaison between data, assets and the teams that make projects happen in the field.

ENGAGE

To learn more about Celerity's tobacco and vaping services, please contact Chris Purdy at 206.441.8500, cpurdy@consultcelerity.com or visit us at <https://www.celeritydiscovery.com/expert-witness/>.