

# EXHIBIT 7

Email Notice

To: <<Class Member Email>>  
From: Notice Administrator <XXXXXX@JUULclassaction.com>  
Subject: Juul Class Action and Settlement Notice

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**This is a Court-Approved Legal Notice about a Class Action Lawsuit.**

**Si desea recibir esta notificación en español, llámenos 1-8XX-XXX-XXXX  
o visite nuestra página web [www.JUULclassaction.com](http://www.JUULclassaction.com).**

You have been identified as a member of a class action Lawsuit that could affect your rights.

You are eligible to **receive a payment** from a Settlement with JUUL Labs and other persons and entities as part of that Lawsuit.

JUUL's records indicate you made <<\$XXXX>> worth of JUUL purchases during the class period.

You may also be a member of a class that is continuing to assert claims against Altria and related companies, and that ongoing litigation may affect your rights.

Go to [www.JUULclassaction.com](http://www.JUULclassaction.com) to learn about your rights and deadlines.

**What is this lawsuit about?**

The Lawsuit alleges that Plaintiffs paid more for JUUL products than they otherwise would have paid if accurate information concerning the products' addictiveness and safety had been provided, and that JUUL products were unlawfully marketed to minors. Plaintiffs entered into a Settlement with certain Defendants and continue to sue others.

**How to Receive Payment.**

To receive your money, you must file a claim and elect a payment method.

Our records show that you purchased <<\$XXXX>> worth of JUUL products from JUUL's online store during the class period. Please refer to the Plan of Allocation, available at [www.JUULclassaction.com](http://www.JUULclassaction.com), for more information about how your settlement payment will be calculated.

If you'd like your settlement payment to be calculated based on this purchase amount, you can simply submit your claim now by clicking [here <<INSERT PERSONALIZED URL>>](http://<<INSERT PERSONALIZED URL>>).

If you believe you made more purchases than shown in JUUL's records, you can make a claim for additional purchases at the website. Settlement payments may be less than purchase amounts and will be determined by the formula in the Plan of Allocation.

If you do nothing you will not receive a payment from the JUUL Settlement. If you do not exclude yourself, you will be bound by the Settlement and will remain part of the ongoing Lawsuit against Altria and related entities.

Full details about your rights and options, including the deadlines to exercise them, are available at [www.JUULclassaction.com](http://www.JUULclassaction.com).

**Contact information:**

Website: [www.JUULclassaction.com](http://www.JUULclassaction.com)

Call Toll-Free: 1-8XX-XXX-XXXX