

1 ALICE GOMSTYN

2 **Cigarette Maker Buys Quit-Smoking Company**

3 (Original at [http://www.abcnews.go.com/Business/cigarette-maker-buys-quit-smoking-](http://www.abcnews.go.com/Business/cigarette-maker-buys-quit-smoking-company/story?id=9229806)
4 [company/story?id=9229806](http://www.abcnews.go.com/Business/cigarette-maker-buys-quit-smoking-company/story?id=9229806))

5 *Reynolds American* confirmed today news that will leave many scratching their
6 heads. The country's no. 2 tobacco company and the maker of *Camel* cigarettes
7 will buy a Swedish maker of products designed to help smokers quit.

8 *Reynolds American* said it will pay \$44 million for *Niconovum*, which makes
9 nicotine gum and other nicotine replacement products designed to help people
10 stop smoking.

11 In a statement, *Reynolds'* president and CEO Susan M. Ivey said the acquisition
12 would, in the long term, allow *Reynolds* "to provide adult tobacco consumers with
13 innovative cessation products that have the potential to reduce the risks of
14 diseases and death caused by tobacco use."

15 The deal is expected to close by the end of the year.

16 Some experts think that the purchase marks the next step in something tobacco
17 companies have been very interested in recently -- marketing nicotine products
18 other than cigarettes. They say this could help get the companies off an
19 unsustainable path and compensate for falling cigarette sales.

20 **Questions:**

- 21 1) Why will the acquisition of *Niconovum* by *Reynolds* 'leave many
22 scratching their heads' (lines 5 and 6) and what does 'leave many
23 scratching their heads' mean anyway?
- 24 2) Throughout the text, there are several *synonyms* (words having roughly
25 the same meaning) for 'Stop' (like in 'stop smoking' in line 10). Can you
26 find them?
- 27 3) The acronym 'CEO' (line 11) is very common in everyday business
28 language. What does it stand for?
- 29 4) *Reynolds* say that they have bought *Niconovum* "to provide adult tobacco
30 consumers with innovative cessation products that have the potential to
31 reduce the risks of diseases and death caused by tobacco use" (lines 12
32 to 14. Could you translate that into simple language? What are 'cessation
33 products' and who uses them?
- 34 5) Why has *Reynolds* bought *Niconovum* according to some experts?
- 35 6) According to the text, is *Reynolds* move to buy *Niconovum* a stand-alone
36 step or a part of a more general trend among tobacco companies?
- 37 7) What is 'an unsustainable path' (lines 18 to 19)?
- 38 8) Now, having thoroughly examined the text, give a brief structured
39 summary of it.
- 40 9) Do you think it makes sense for a cigarette producer to expand into the
41 field of nicotine replacement products? Why/why not? What do you think
42 the future of the tobacco industry will look like?

43 **Vocabulary:**

- 44 in the long term (12) – over a long period of time; for the future
- 45 close a deal (15) – finish a transaction/ agree on something
- 46 something marks the next step in something (16) – starts a new trend/
47 something is a next move towards something
- 48 get off a path (18 to 19) – to stop doing something
- 49 You can find additional explanation and more examples to help you understand and
50 use English words and phrases at <http://dictionary.reference.com>,
51 <http://dictionary.cambridge.org/>, or <http://www.merriam-webster.com/>

Přejeme Vám mnoho studijních úspěchů.

Tým jazykové skupiny Spěváček: