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David Powers elected to board of governors for the University of North Carolina

WINSTON-SALEM, N.C. – April 13, 2011 – Reynolds American Inc. announced today that David M. Powers, vice president of state government relations at RAI Services Company, has been elected to the board of governors for the University of North Carolina. Powers will serve a four-year term on the board beginning in July.

“As a native of North Carolina and a graduate of N.C. State University, this is truly an honor,” Powers said. “I look forward to the opportunity to provide insight and guidance as the board works to oversee the policies for the University’s public institutions.”

A native of St. Pauls, N.C., Powers received a bachelor’s degree in 1983 from North Carolina State University and a master’s degree in business administration from Campbell University in 1988. Powers joined the Reynolds American companies in 1995.

UNC’s board of governors is the policy-making body for UNC’s multi-campus university, which is composed of all 16 of North Carolina’s constituent institutions that grant baccalaureate degrees, as well as the NC School of Science and Mathematics. The 32 voting members of the board of governors are elected by the General Assembly for four-year terms.

Chartered in 1789, UNC was the first public university in the United States and the only one to graduate students in the eighteenth century.

Web Disclosure

RAI’s website, www.reynoldsamerican.com, is the primary source of publicly disclosed news about RAI and its operating companies. We use the website as our primary means of distributing quarterly earnings and other company news. We encourage investors and others to register at www.reynoldsamerican.com to receive alerts when news about the company has been posted.

ABOUT US

Reynolds American Inc. (NYSE: RAI) is the parent company of R.J. Reynolds Tobacco Company; American Snuff Company, LLC; Santa Fe Natural Tobacco Company, Inc.; and Nicovum AB.

- R.J. Reynolds Tobacco Company is the second-largest U.S. tobacco company. The company's brands include six of the 10 best-selling cigarettes in the U.S.: Camel, Pall Mall, Winston, Kool, Doral and Salem.
- American Snuff Company, LLC (formerly Conwood Company, LLC) is the nation's second-largest manufacturer of smokeless tobacco products. Its leading brands are Kodiak, Grizzly and Levi Garrett.
- Santa Fe Natural Tobacco Company, Inc. manufactures Natural American Spirit cigarettes and other additive-free tobacco products, and manages and markets other super-premium brands.
- Nicovum AB markets innovative nicotine replacement therapy products in Sweden and Denmark under the Zonnic brand name.

Copies of RAI's news releases, annual reports, SEC filings and other financial materials, including risk factors containing forward-looking information, are available at www.reynoldsamerican.com.

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