

Reynolds American Inc. completes acquisition of Nicovum AB

WINSTON-SALEM, N.C. – Dec. 9, 2009 – Reynolds American Inc. (NYSE: RAI) has completed the acquisition of Nicovum AB, a Swedish-based nicotine replacement therapy company, purchasing all outstanding shares of the company for 310 million Swedish kronor, or approximately \$44 million.

Nicovum markets innovative nicotine replacement therapy (NRT) products under the Zonic brand name in Sweden and Denmark. Its nicotine gum, mouth spray and pouches use proprietary technology for nicotine delivery.

Nicovum will be a separate operating company of Reynolds American.

Web Disclosure

Starting Jan. 1, 2010, RAI's Web site, www.ReynoldsAmerican.com, will be the primary source of publicly disclosed news about RAI and its operating companies. We will use the Web site 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; Conwood Company, LLC and Santa Fe Natural Tobacco Company, Inc.

- R.J. Reynolds Tobacco Company is the second-largest U.S. tobacco company. The company's brands include five of the 10 best-selling cigarettes in the United States: Camel, Pall Mall, Winston, Kool and Doral.
- Conwood Company, LLC is the nation's second-largest manufacturer of smokeless tobacco products. Its leading brands are Kodiak, Grizzly and Levi Garrett. Conwood also sells and distributes a variety of tobacco products manufactured by Lane, Limited, including Winchester and Captain Black little cigars, and Bugler roll-your-own tobacco.
- 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.

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

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