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Reynolds American Foundation donates \$100,000 for Haiti earthquake relief

WINSTON-SALEM, N.C. – Jan. 15, 2010 – Reynolds American Inc. (NYSE: RAI) announced that the Reynolds American Foundation has approved a donation of \$100,000 to the American Red Cross to help provide relief to the hundreds of thousands whose lives have been devastated by the worst earthquake in Haiti in 200 years.

“Anyone watching the news coverage is aware of the horrible destruction and loss of life caused by this earthquake,” said Steve Strawsburg, president of the Reynolds American Foundation. “Given the magnitude of this disaster, the foundation board felt it was important to help those in need.”

In addition, he said, the foundation plans to match, dollar for dollar, earthquake-relief contributions from employees of Reynolds American and its operating companies.

“The earthquake that struck Haiti this week was devastating to an already poor country,” said Hugh Quinn, executive director of the Northwest North Carolina chapter of the American Red Cross. “It’s going to take huge resources to help the people in Haiti recover. This leadership gift from the Reynolds American Foundation will enable the Red Cross to get more resources to the victims promptly.”

The Reynolds American Foundation is a non-profit corporation, established as a 501(c)(3) tax-exempt private foundation, that administers certain charitable and educational giving programs on behalf of Reynolds American Inc., its operating companies and their employees. The foundation primarily focuses contributions on educational, arts, and human-service programs in communities where significant numbers of employees of Reynolds American and its operating companies live and work.

Web Disclosure

RAI’s Web site, www.ReynoldsAmerican.com, is now the primary source of publicly disclosed news about RAI and its operating companies. We 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.

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