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RAI 2010-02

RAI to webcast fourth-quarter, full-year 2009 earnings conference call

WINSTON-SALEM, N.C. – Jan. 21, 2010 – Reynolds American Inc. (NYSE: RAI) will webcast its conference call following the release of fourth-quarter and full-year 2009 financial results on Feb. 4, 2010. The call will begin at 9:30 a.m. Eastern Time.

During the call, members of the Reynolds American management team will discuss RAI's results for the fourth quarter and full year of 2009.

The RAI conference call will be available online on a listen-only basis at www.ReynoldsAmerican.com. Registration for the call will be available as of Jan. 21. Please visit the Investors section at www.ReynoldsAmerican.com to register. A replay of the call will be available on the Web site for 30 days. Investors, analysts and members of the news media can also listen to the live call by phone, by dialing (888) 245-0918 (toll free) or (913) 312-1469 (international).

All remarks made during the conference call will be current at the time of the call and will not be updated to reflect subsequent material developments.

While news media representatives will not be permitted to ask questions during the call, they are welcome to monitor the remarks on a listen-only basis. Following the call, media representatives may direct inquiries to Jane Seccombe at (336) 741-5068.

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.

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 five of the 10 best-selling cigarettes in the United States: Camel, Pall Mall, Winston, Kool and Doral.

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- American Snuff Company, LLC is the nation's second-largest manufacturer of smokeless tobacco products. Its leading brands are Kodiak, Grizzly and Levi Garrett. American Snuff Co. 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.
- 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 are available at www.ReynoldsAmerican.com.

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