

ReynoldsAmerican

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Reynolds American board declares quarterly cash dividend

WINSTON-SALEM, N.C. – Feb. 2, 2010 – The board of directors of Reynolds American Inc. (NYSE: RAI) today announced a quarterly cash dividend on the company's common shares of \$0.90 per share (\$3.60 annualized). The dividend will be payable on April 1, 2010, to shareholders of record on March 10, 2010.

This is the 23rd consecutive quarterly cash dividend that Reynolds American has declared since it became a public company on July 30, 2004. RAI's policy is to return about 75 percent of the company's current-year net income to shareholders in the form of dividends.

Web Disclosure

RAI's Web site, www.ReynoldsAmerican.com, is 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.
- 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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