



Reynolds American Inc.
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RAI 2011-06

RAI to host first-quarter 2011 earnings conference call

WINSTON-SALEM, N.C. – April 7, 2011 – Reynolds American Inc. (NYSE: RAI) will host a conference call and webcast following the release of first-quarter 2011 financial results on April 21, 2011. Details of the call are as follows:

Date and Time: Thursday, April 21, 2011, 10:30 a.m. Eastern Time

Speakers: Daniel M. Delen, president and chief executive officer
Thomas R. Adams, chief financial officer
Morris L. Moore, vice president of investor relations

Webcast registration and access: The RAI conference call will be available online on a listen-only basis at <http://www.reynoldsamerican.com/events.cfm>. Registration will be available as of April 7, 2011. All remarks made during the conference call will be current at the time and will not be updated to reflect subsequent material developments. A replay will be available on the website for 30 days.

Call-in Numbers: (877) 390-5533 (toll-free)
(678) 894-3969 (international)

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 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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