



Doral 'Seals for Soldiers Fund' Promotion Results in more than \$502,000 Donation

In Three Years Promotion Has Raised Nearly \$1.5 Million for *Operation Uplink*

WINSTON-SALEM, N.C. – Mar. 5, 2006 – The Doral Community of smokers across the country continues to step forward showing their support of brave service men and women around the world, raising more than \$502,000 for the Veterans of Foreign Wars (VFW) *Operation Uplink* program. For the three years the promotion has been offered, the Doral Community of smokers has raised nearly \$1.5 million for *Operation Uplink*.

Through the "Seals for Soldiers Fund" promotion, R.J. Reynolds Tobacco Company's Doral brand invites Doral smokers from across the country to donate pack seals (proofs of purchase). For every pack seal received, the brand makes a donation to *Operation Uplink*, a VFW program that provides phone cards to U.S. soldiers and hospitalized veterans.

Once again, response from Doral smokers was tremendous. More than 7,500 Doral smokers took part in the promotion, donating more than 5 million pack seals, resulting in a donation of \$502,546.10.

"Doral smokers are among the most caring and patriotic people in the country and they continue to show that with their support through their participation in the Seals for Soldiers Fund promotion," said Rob Dunham, vice president – Doral brand marketing. "This is quite an expression of gratitude to all the brave men and women of our armed forces for their sacrifice and dedication. R.J. Reynolds Tobacco Company is proud to be able to play a part in helping Doral smokers show their support."

The donation will be used to purchase calling cards to connect more than 77,000 service men and women with their family and friends.

"We applaud R.J. Reynolds' and Doral smokers' continued commitment to those who deserve it most," said Allen "Gunner" Kent, VFW Adjutant General. "Their gift to *Operation Uplink* will provide a tremendous boost to the VFW's efforts to maintain a vital connection between both our military and hospitalized veterans, and their families."