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R.J. Reynolds looks forward to participating in further review of menthol cigarettes by FDA

WINSTON-SALEM, N.C. – March 18, 2011 – R.J. Reynolds Tobacco Company said today that it looks forward to continuing to dialogue with the Food and Drug Administration (FDA) as the Agency begins its review of the use of menthol in cigarettes.

“The Agency now has input from the Tobacco Product Scientific Advisory Committee (TPSAC), tobacco manufacturers and industry representatives, and from the general public,” said Jeffery S. Gentry, executive vice president of operations and chief scientific officer for R.J. Reynolds. “As the director of the Center for Tobacco Products at FDA said in his remarks today, the TPSAC report does not set FDA policy and it does not set FDA actions. It is information that the Agency will take into consideration in its analysis.

“Several key issues, such as a potential increase in cigarette smuggling and contraband if menthol cigarettes were eliminated from the market, need additional study,” Gentry said. “We continue to believe that any final decision by the Agency should be based on sound science, and we look forward to continuing to provide information and our perspectives on this issue to the Agency as it undertakes this process,” he said.

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.

[R.J. Reynolds Tobacco Company](http://www.RJRT.com), an indirect subsidiary of [Reynolds American Inc.](http://www.ReynoldsAmerican.com) (NYSE: RAI), is the second-largest tobacco company in the United States, manufacturing about one of every three cigarettes sold in the country. The company’s brands include six of the 10 best-selling U.S. cigarette brands: Camel, Pall Mall, Winston, Kool, Doral and Salem. For more information, visit www.RJRT.com.

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