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R.J. Reynolds Vapor Company bringing 'VUSE' Digital Vapor Cigarette to Colorado

WINSTON-SALEM, N.C., June 6, 2013 — Seizing on the business opportunity of the fast-growing e-cigarette category, R.J. Reynolds Vapor Company (RJR), a subsidiary of Reynolds American Inc. (NYSE: RAI), is bringing its VUSE Digital Vapor Cigarette to retail outlets throughout Colorado.

"This is a game-changing product in the e-cigarette category," says Stephanie Cordisco, president of RJR. "There is strong awareness of the category among adult smokers and many are trying e-cigarettes, but few adult smokers are switching to them entirely. That's because the products currently on the market aren't providing everything adult smokers are looking for. We believe VUSE will change that."

Designed in-house by R.J. Reynolds R&D experts, VUSE is designed using innovative digital technology, ensuring it delivers consistent flavor and a satisfying vapor experience.

"VUSE is powered by Smart Technology which is designed to monitor and regulate the power, heat and cartridge performance to ensure a perfect puff first time, every time," Cordisco says. "To date, adult smokers who have tried e-cigarettes haven't found a product that performs consistently. With its digital technology, VUSE gives adult smokers considering e-cigarettes an innovative, high-quality product from a leading tobacco company."

Unlike other e-cigarettes currently on the market, VUSE is completely designed and assembled in the U.S., and, as an additional quality step, VUSE incorporates automated manufacturing to ensure a consistently reliable cartridge every time. VUSE will be sold in a rechargeable format.

"VUSE has been designed to offer the affordability and convenience of a disposable e-cigarette, while providing on-going cost savings and reduced environmental impact by being rechargeable," Cordisco says.

The VUSE Solo and VUSE System will be sold in retail outlets in Colorado beginning in July. VUSE Solo includes a flavor cartridge, original or menthol, a rechargeable VUSE PowerUnit and a USB charger. The VUSE System includes three flavor cartridges, two original and one menthol, a rechargeable VUSE PowerUnit, both a USB charger and an AC wall adapter, and a carrying case.

VUSE cartridges will also be sold separately at retail outlets. Depending on use, a cartridge lasts about as long as one pack of traditional cigarettes. Every VUSE Digital Vapor Cigarette comes pre-charged and ready to use right out of the pack. The price for a VUSE Solo will be around \$10, the VUSE System will likely cost around \$30 and cartridges will be sold in two-packs for around \$6.

"As the preferences of adult tobacco consumers change, we are leading the transformation of the tobacco industry, providing high-quality products for them to consider," Cordisco says. "Some Wall Street analysts have predicted significant growth for the e-cigarette category during the next few years. With our VUSE Digital Vapor Cigarette, we intend to be a market leader in the category."

[R.J. Reynolds Vapor Company](#), a subsidiary of [Reynolds American Inc.](#) (NYSE: RAI), manufactures and markets Vuse e-cigarettes. To learn more about R.J. Reynolds Vapor go to the company's website, <http://RJRvapor.com>. You can also visit [TransformingTobacco](#) to learn more about how Reynolds American and its operating companies are transforming the tobacco industry.

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