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R.J. Reynolds Tobacco Company launches refreshed NoCigTax.com website

Winston-Salem, N.C. – Oct. 1, 2010 – R.J. Reynolds Tobacco Company has updated and refreshed its NoCigTax.com website, making it even easier for retailers and others to make their voices heard with legislators on cigarette and tobacco tax proposals. The site provides useful information on the negative consequences of tobacco tax increases as well as tips on how to build and maintain relationships with lawmakers.

Among its many features, NoCigTax.com has a new interactive state-by-state map with cigarette excise tax information, links to social media channels (www.facebook.com/nocigtax and www.twitter.com/nocigtax), and fully-updated content on state cigarette taxes.

“By establishing relationships with legislators and speaking out on cigarette tax proposals, retailers can help shape legislative outcomes,” says Steve Kottak, director of legislative communications for R.J. Reynolds Tobacco Company. “NoCigTax.com provides simple yet powerful steps anyone can take to quickly and easily engage in the legislative process.”

Through NoCigTax.com, visitors can quickly connect with their legislators via toll-free call, by email (determined by ZIP code), and by following steps for ongoing relationship-building with elected officials.

“Ahead of 2010 elections, with the economy and state budget deficits being key issues for voters, now is the time for retailers to go to NoCigTax.com and begin engaging with elected officials,” Kottak said.

In 2010, five states raised cigarette excise taxes, including New York state, which now has the highest state cigarette excise tax in the country at \$4.35 per pack.

Web Disclosure

R.J. Reynolds Tobacco Company, an indirect subsidiary of Reynolds American Inc. (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 five of the 10 bestselling U.S. cigarette brands: Camel, Pall Mall, Winston, Kool and Doral. For more information, visit www.RJRT.com.

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.

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