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R.J. Reynolds Tobacco Company disagrees with FDA ruling on four of its cigarette brands

WINSTON-SALEM, N.C. – Sept. 15, 2015 – R.J. Reynolds Tobacco Company strongly disagrees with the U.S. Food and Drug Administration’s ruling that four of the company’s brands – Camel Crush Bold, Pall Mall Deep Set Recessed Filter, Pall Mall Deep Set Recessed Filter Menthol and Vantage Tech 13 – are not substantially equivalent to their respective “predicate” products.

“We believe that our substantial equivalent applications fully satisfied the guidance the agency provided, and we respectfully disagree with their evaluations of the products in question,” said Jeffery S. Gentry, Ph.D., executive vice president of operations and chief scientific officer for R.J. Reynolds. “We supplied the agency with extensive information on each of the products, and responded to all of the agency’s questions. Our product stewardship process is rigorous and ensures that we are producing the highest quality products that meet regulatory requirements.”

All of the brands included in the order represent a very small portion of R.J. Reynolds’ business, less than 0.4 share of market.

“Our submissions to the agency on these brands were comprehensive and we believe we effectively demonstrated substantial equivalence. We’re examining all of our options at this time,” Gentry said.

R.J. Reynolds Tobacco Company, an indirect subsidiary of Reynolds American Inc. (NYSE: RAI), is the second-largest tobacco company in the United States. R.J. Reynolds’ brands include three of the best-selling cigarettes in the United States: Newport, Camel and Pall Mall. These brands, and its other brands, including Doral, Misty and Capri, are manufactured in a variety of styles and marketed in the United States. For more information, visit www.RJRT.com.

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