



## Response to Soldiers' Fund Exceeds Wildest Expectations

**WINSTON-SALEM, N.C., Jan. 21, 2005** – Sometimes the best-laid business plans go awry. And sometimes, that's just fine.

As part of a Veteran's Day promotion this past November, R.J. Reynolds Tobacco Company's Doral brand introduced the "Seals for Soldiers Fund," asking Doral smokers from across the country to donate pack seals (proofs of purchase). For every pack seal received, the brand pledged to make a donation to Operation Uplink, a VFW program that provides phone cards to U.S. soldiers and hospitalized veterans.

Response from Doral smokers was tremendous. In just seven weeks, the company received more than 15 times the anticipated number of pack seals, resulting in a \$477,000 donation.

"We had anticipated donating up to \$30,000," said Rob Dunham, vice president of R. J. Reynolds' savings brand marketing. "What a wonderful 'problem' to have. Although we were amazed at the tremendous response in such a short time, we were not surprised by Doral smokers' generosity. Doral smokers are among the most caring and patriotic people in the country. This is quite an expression of gratitude to all the brave men and women of our armed forces for their sacrifice and dedication. We're honored to be able to play a part in helping Doral smokers show their support."

Dunham said that the donation will provide tens of thousands of phone cards to service men and women around the world. More than 13,000 Doral smokers donated seals to the program.

"The gift to Operation Uplink from R.J. Reynolds Tobacco Company and the Doral community of smokers 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," said John J. Senk Jr., VFW Adjutant General. "We applaud R.J. Reynolds' and Doral smokers' commitment to those who deserve it most."

Wayne Shahan, a Doral smoker from Kent, Ohio, donated more than 5,000 pack seals to the fund.

"Having served in the Air Force, I can tell you how much it means to be able to have contact with loved ones while stationed overseas," he explained. "It's the simple

things that really do make an impact on morale and mean so much.”

*[R.J. Reynolds Tobacco Company](#) (R.J. Reynolds) is an indirect wholly owned subsidiary of [Reynolds American Inc.](#) (NYSE: RAI). R.J. Reynolds is the second-largest tobacco company in the United States, manufacturing about one of every three cigarettes sold in the United States. R.J. Reynolds' product line includes five of the nation's 10 best-selling cigarette brands: Camel, Winston, Kool, Salem and Doral. For more information about R.J. Reynolds, visit the company's Web site at [www.RJRT.com](http://www.RJRT.com).*