



R.J. Reynolds Tobacco Company  
P.O. Box 2959  
Winston-Salem, NC 27102

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**Contact:** David Howard  
(336) 741-3489

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## **R.J. Reynolds Tobacco Company signs vapor technology agreement with Nicoventures Holdings Limited**

**WINSTON-SALEM, N.C. – Dec. 1, 2015** – R.J. Reynolds Tobacco Company, an indirect subsidiary of Reynolds American Inc. (NYSE: RAI), announced today that it has signed a definitive vapor technology-sharing and licensing agreement with Nicoventures Holdings Limited, a subsidiary of British American Tobacco p.l.c. (BAT).

The companies signed a term sheet in September, providing a framework for collaboration and mutual cross-licensing of vapor product technologies through 2022. Under the agreement, R.J. Reynolds and Nicoventures will collaborate to develop next-generation vapor products. This collaboration includes a process for joint research and development (R&D) activities, and cooperation on regulatory, scientific and manufacturing issues related to vapor products.

“This is a great opportunity for the companies to continue to seek innovation in the vapor category, giving adult tobacco consumers more smoke-free options to consider,” said Debra Crew, R.J. Reynolds’ president and chief operating officer.

*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 Newport, Camel and Pall Mall. For more information, visit [www.RJRT.com](http://www.RJRT.com).*

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