



Reynolds American Inc.
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RAI creates subsidiary focused on vapor and nicotine product innovations; names Carolyn Hanigan as president

WINSTON-SALEM, N.C. – Jan. 5, 2016 – Reynolds American Inc. (NYSE: RAI) has created a new subsidiary, RAI Innovations Company, focused on product development, innovation and commercialization of next-generation vapor and nicotine products.

Carolyn C. Hanigan will join the RAI organization as president of RAI Innovations on Jan. 19, 2016. Hanigan has 20 years of experience in consumer packaged goods companies, including Mars, Inc., Nestle, The Clorox Company and Kraft Nabisco Foods. Most recently, she was vice president of consumer marketing at Swander Pace Capital, a private-equity firm with holdings in consumer products companies.

“Product innovation has long been a hallmark of RAI’s operating companies,” said Susan M. Cameron, RAI’s president and chief executive officer. “By centralizing new-product development in these areas, we will be able to drive speed to market with new products across a range of platforms and more efficiently meet the preferences of consumers in a rapidly evolving marketplace.”

Web Disclosure

RAI’s website, www.reynoldsamerican.com, is the primary source of publicly disclosed news about RAI and its operating companies. We use the website 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.

ABOUT US

Reynolds American Inc. (NYSE: RAI) is the parent company of R.J. Reynolds Tobacco Company; Santa Fe Natural Tobacco Company, Inc.; American Snuff Company, LLC; Niconovum USA, Inc.; Niconovum AB; and R.J. Reynolds Vapor Company.

- R.J. Reynolds Tobacco Company is the second-largest U.S. tobacco company. R.J. Reynolds’ brands include Newport, Camel and Pall Mall.
- Santa Fe Natural Tobacco Company, Inc. manufactures and markets Natural American Spirit products.
- American Snuff Company, LLC is the nation’s second-largest manufacturer of smokeless tobacco products. Its leading brands are Grizzly and Kodiak.
- Niconovum USA, Inc. and Niconovum AB market innovative nicotine replacement therapy products in the U.S. and Sweden, respectively, under the ZONNIC brand name.
- R.J. Reynolds Vapor Company manufactures and markets VUSE e-cigarettes.

Copies of RAI’s news releases, annual reports, SEC filings and other financial materials, including risk factors containing forward-looking information, are available at www.reynoldsamerican.com. To learn how RAI and its operating companies are transforming the tobacco industry, go to the RAI website, [Transforming Tobacco](#).

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