



Reynolds American Inc.
P.O. Box 2990
Winston-Salem, NC 27102-2990

Contact: *Media:* Bryan Hatchell
(336) 741-0763

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Reynolds American and its employees donated \$10.8 million in cash to nonprofits in 2015

WINSTON-SALEM, N.C. – Feb. 15, 2016 – Reynolds American Inc., its affiliates, related private charitable foundations and employees donated approximately \$10.8 million to a wide range of nonprofit organizations in 2015.

“I am very proud to be a part of this organization and see the impact we have had on so many lives in our communities,” said Alan Caldwell, RAI Services Company’s director of corporate and civic engagement. “We have a long history of giving that started with R.J. and Katharine Reynolds well over 100 years ago, and our employees are honored to be part of their legacy.”

The Reynolds American Foundation donated a total of \$5.4 million in 2015, including funds donated to match grants made by employees. The Foundation’s largest contributions were to the American Red Cross, United Way of Forsyth County, N.C., Winston-Salem / Forsyth County Schools, Winston-Salem State University, Salem College, Wake Forest University, Reynolda House Museum of Art, Old Salem and the Winston-Salem Arts Council. In addition to the Foundation’s contributions, company employees contributed nearly \$1.2 million of their own money to the United Way of Forsyth County campaign.

On a corporate level, Reynolds American and its subsidiaries contributed a combined \$3.6 million to nonprofit organizations in 2015. Significant donations were made to youth tobacco prevention programs and Keep America Beautiful.

In addition to monetary donations, Reynolds American and its subsidiaries also donated facilities, industrial land and buildings in Winston-Salem, N.C., and Robertson County, Tenn.

The American Snuff Charitable Trust, which is associated with RAI’s Memphis, Tenn.-based American Snuff Company subsidiary, contributed \$478,000 to a variety of community-based nonprofit organizations in 2015. The Santa Fe Natural Tobacco Company Foundation contributed more than \$205,000, with the largest contribution going to the American Indian College Fund.

For more information on Reynolds American’s philanthropy efforts, please visit its online Transforming Tobacco section, at [Supporting our Community](#).

Web and Social Media Disclosure

RAI's website, www.reynoldsamerican.com, is the primary source of publicly disclosed news, including our quarterly earnings, about RAI and its operating companies. RAI also uses Twitter to publicly disseminate company news via [@RAI News](https://twitter.com/RAINews). It is possible that the information we post could be deemed to be material information. We encourage investors and others to register at www.reynoldsamerican.com to receive alerts when news about the company has been posted, and to follow RAI on Twitter at [@RAI News](https://twitter.com/RAINews).

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 United States 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 more about how Reynolds American and its operating companies are transforming the tobacco industry, visit [Transforming Tobacco](#).