



## **Gentry Promoted to Executive Vice President of Research & Development at R.J. Reynolds Tobacco Company**

**Winston-Salem, N.C. – December 3, 2004** – Jeff Gentry has been promoted to executive vice president of research and development at R.J. Reynolds Tobacco Company. He was previously vice president of product development.

Gentry holds a doctorate degree in analytical chemistry and has been with the company since 1986. He succeeds David Townsend who is retiring after 27 years with R.J. Reynolds, the last four as head of research and development.

“We are pleased and fortunate to have someone with Dr. Gentry’s experience, technical background and leadership skills to succeed Dr. Townsend as head of our R&D department,” said Lynn Beasley, president and chief operating officer of R.J. Reynolds. “The company will continue to rely on R&D to develop new products and processes to help successfully drive our brands in the marketplace.”

Gentry joined R.J. Reynolds as a chemist in 1986. He was promoted to senior chemist in 1989, senior staff R&D chemist in 1993 and master scientist in 1996. Following promotions to senior manager of new product development in 1998 and director of new product development in 1999, he assumed his most recent role as vice president of product development in 2000.

A native of Winston-Salem, Gentry earned a bachelor’s degree in zoology from the University of North Carolina at Chapel Hill. He earned his doctorate degree in analytical chemistry from North Carolina State University.

He is a member of the American Chemical Society.

*[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).*