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**R.J. Reynolds Tobacco Company announces redesigned website;
Transformtobacco.com replaces NoCigTax.com**

WINSTON-SALEM, N.C. – Feb. 13, 2013 – R.J. Reynolds Tobacco Company announced today that its non-corporate website intended to educate wholesalers and retailers on tobacco tax issues, www.nocigtax.com, has officially been transformed. The new website will be named www.transformtobacco.com.

In addition to the name change, the structure and content of the website has been updated to reflect the company's strategic framework around three key transformation pillars: Tobacco Harm Reduction, Commercial Integrity and Youth Tobacco Prevention.

"This new website will continue to inform retailers and wholesalers about the impact higher cigarette excise taxes will have on their businesses," said Steve Kottak, director of trade marketing communications. "It will also serve as an education and activation tool on other critical tobacco-related issues that can adversely affect the tobacco industry."

Among its many features, transformtobacco.com is mobile device friendly and it has an interactive state-by-state map with key information, links to social media channels (www.facebook.com/transformtobacco and www.twitter.com/transformtob), and fully-updated content on tobacco issues. Most importantly, visitors can quickly connect with their legislators via toll-free call, by email (determined by ZIP code), and by following steps for ongoing relationship-building with elected officials.

R.J. Reynolds Tobacco Company, an indirect subsidiary of Reynolds American Inc. (NYSE: RAI), is the second-largest tobacco company in the United States. To learn more about how Reynolds American and its operating companies are transforming the tobacco industry, visit the transforming tobacco section on the Reynolds American Inc. website.

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