



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

Contact: Craig Fishel
(336) 741-1674

RJRT 2007-07

Kool donates additional \$40,000 to Supporting Heroes

WINSTON-SALEM, N.C., March 8, 2007 — R.J. Reynolds Tobacco Company's Kool brand today announced that it will donate more than \$40,000 to the Supporting Heroes Fund in Louisville, Ky.

Formed in 2004, Supporting Heroes provides immediate and long-term assistance to the families of police, fire and E.M.S. workers who are killed in the line of duty. Currently, Supporting Heroes provides relief to families in Kentucky and Indiana.

"Kool is very proud to be able to further support Supporting Heroes," said Sylvia Green, senior marketing director for the Kool brand. "Our company, and by extension the Kool brand team, has a long history of supporting worthwhile causes in the community, none of which is more important than supporting the families of men and women who have sacrificed their lives in the line of duty."

Kool's donation is the brand's second to Supporting Heroes in the past three months. In December, Kool pledged \$14,818, to the organization. Representatives from the brand presented Supporting Heroes with the donation during the organization's "Heroes Banquet" on March 2, 2007.

"In the midst of a period when 11 heroes fell in just 22 weeks, R.J. Reynolds' donation could not have come at a better time," said Eric Johnson, national executive director for Supporting Heroes. "In addition to being a significant and much-needed financial boost, this donation also represents a major step forward with regard to community awareness and support. We hope the example set by R.J. Reynolds will serve as an inspiration to others as an example of how to give back to those who give so much."

R.J. Reynolds Tobacco Company, an indirect subsidiary of Reynolds American Inc. (NYSE: RAI), is the second-largest tobacco company in the United States, manufacturing about one of every three cigarettes sold in the country. The company's brands include five of the 10 best-selling U.S. cigarette brands: Camel, Kool, Winston, Salem and Doral. For more information, visit www.RJRT.com.

###