



R.J. Reynolds Tobacco Company
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R.J. Reynolds Tobacco Company launches new retailer Web site

WINSTON-SALEM, N.C. - June 1, 2009 – Setting a new industry standard for customer service, R.J. Reynolds Tobacco Company today launched www.EngageRJRT.com, a new Web site that provides the company’s retail partners with “anytime” access to tobacco category information, as well as consumer and industry data that retailers can utilize to engage their adult tobacco consumers.

“It’s all about providing valuable learning opportunities to our retail partners, giving them the resources they need to optimize tobacco performance within their outlets,” says Rick Baker, vice president - trade marketing development for R.J. Reynolds. “Educating our retail partners about our business, and the category overall, is very important. The more effective we are at that, the more effective they will be in delivering winning results in their outlets.”

EngageRJRT.com provides retailers with everything they need to optimize their business, including customized store reports, tobacco industry news and trends, training materials for R.J. Reynolds’ retail programs and more.

Updated regularly with the latest news and information, EngageRJRT.com is the “go-to resource” retailers will utilize to enhance tobacco category sales, and overall sales, within their outlets.

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, Pall Mall, Kool, Winston, and Doral. For more information, visit www.RJRT.com.