



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

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**Contact:** David Howard  
(336) 741-3489

**RJRT 2014-03**

## **Auger promoted to executive vice president of trade marketing for R.J. Reynolds Tobacco Company**

**WINSTON-SALEM, N.C. – Sept. 23, 2014** – Michael P. Auger, currently vice president of trade marketing development for R.J. Reynolds Tobacco Company, will be promoted to executive vice president of trade marketing for the company, effective Jan. 1, 2015.

Auger will replace Robert D. Stowe, who has announced his plan to retire at the end of 2014.

“Mike has 24 years of experience in trade marketing with RAI’s operating companies and has strong relationships both externally with R.J. Reynolds’ customers, as well as within the trade marketing organization,” said Andrew D. Gilchrist, president and chief commercial officer of R.J. Reynolds. “I have no doubt that he will be very successful in his new role as we continue our mission to transform the tobacco industry,” Gilchrist said.

Gilchrist also expressed his thanks to Stowe for his years of service to RAI and its operating companies.

“Rob will be greatly missed by our organization,” Gilchrist said. “Rob has made a tremendous impact on our company and its people during his 33 years in the company. Under his leadership, our trade marketing organization has transformed into a world-class team, and it now provides R.J. Reynolds a distinct competitive advantage in our industry. We thank him for his dedication to the company and wish him all the best in retirement,” Gilchrist said.

Colin M. Uffindell, currently an area vice president of trade marketing for R.J. Reynolds, will become vice president of trade marketing development for the company, replacing Auger.

Chris Gaskin, currently senior director of consumer marketing for R.J. Reynolds, will be promoted to area vice president of trade marketing for the company, replacing Uffindell.

### **Web Disclosure**

RAI’s Web site, [www.ReynoldsAmerican.com](http://www.ReynoldsAmerican.com), is the primary source of publicly disclosed news about RAI and its operating companies. We use the website as our primary means of distributing quarterly earnings and other company news. We encourage investors and others to register at [www.ReynoldsAmerican.com](http://www.ReynoldsAmerican.com) to receive alerts when news about the company has been posted.

R.J. Reynolds Tobacco Company, an indirect subsidiary of Reynolds American Inc. (NYSE: RAI), is the second-largest tobacco company in the United States. R.J. Reynolds’ brands include two of the best-selling cigarettes in the U.S.: Camel and Pall Mall. These brands, and its other brands, including Winston, Kool, Doral, Salem, Misty and Capri, are manufactured in a variety of styles and marketed in the U.S. For more information, visit [www.RJRT.com](http://www.RJRT.com).

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