



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

Contact: Bryan Hatchell
(336) 741-0763

RJRT 2013-05

**R.J. Reynolds Tobacco Company announces
new state e-mail alert feature on Transformtobacco.com**

WINSTON-SALEM, N.C. – Nov. 6, 2013 – R.J. Reynolds Tobacco Company announced today that its non-corporate website intended to educate adult tobacco consumers, retailers and wholesalers on tobacco tax issues, www.transformtobacco.com, has undergone another transformation. The site has added an exciting new e-mail alert feature that allows individuals the ability to sign up to receive electronic notifications anytime an alert is issued for their state.

“This new feature will make it much easier for people to stay informed and take action on tobacco-related issues that affect them,” said Bryan Hatchell, director of communications. “We are continuously searching for ways to transform the tobacco industry and making it easier for people’s voices to be heard will certainly help achieve that goal.”

In addition to the new e-mail alerts, transformtobacco.com is also 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 e-mail (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.

###