

VUSE Alto® Television Commercial Launch

On March 4, VUSE launched a television commercial for VUSE Alto, a high-performing vapor product designed for adult tobacco consumers who are looking for a satisfying alternative to traditional tobacco products. In conjunction with the commercial, Reynolds American Inc. – R.J. Reynolds Vapor Company's parent company – announced it will be launching additional efforts to prevent potential youth access to tobacco products. These efforts include new purchase limits for online purchases at vusevapor.com that are in addition to the already robust third-party age verification process required of consumers prior to purchase and more.

1. *What is VUSE Alto?*

VUSE Alto is a high-performing vapor product designed for adult tobacco consumers who are looking for a satisfying alternative to traditional tobacco products. VUSE Alto's combination of technology and design elements meet the specific preferences of adult tobacco consumers by delivering a smooth, quiet, and satisfying experience. VUSE Alto utilizes a closed pod mod design, this features a removable, non-refillable pod (or cartridge) and a rechargeable battery. This design has emerged as a preferred vapor format for adult tobacco consumers as it meets their demands for a product that is simple like a cig-alike and satisfying like an open system.

2. *How is VUSE Alto different than other pod mods on the market?*

VUSE embraces innovative vapor technologies to provide a satisfying alternative for adult tobacco consumers. This allows VUSE Alto – and other VUSE products – to provide dependable, reliable, and seamless performance right out of the box to adult tobacco consumers who are looking for alternatives to traditional combustible cigarettes or who may have tried other vapor products but not yet found a satisfying product that meets their preferences. All of this is backed by our responsible marketing practices directed only to adult consumers and makes VUSE a standard-bearer for the vapor industry.

3. *How are VUSE products sold?*

VUSE products are sold at retail and on the VUSE website. For VUSE online purchases, consumers are required to self-certify that they are a tobacco consumer and to be independently verified by a third-party that they are age 21+ before they can purchase vapor products on the VUSE website. In stores, retailers are required to establish that the consumer meets age of purchase laws.

4. *When is the VUSE Alto television commercial airing and who is it targeted to?*

The VUSE Alto television commercial will be aired at various times beginning in March. The television commercial is targeted to adult tobacco and adult vapor consumers.

5. *How do you ensure the television advertisement is targeted to adult tobacco consumers?*

The commercial will be placed only during programming where an independent third party, such as Nielsen, Arbitron or similar third-party data service, has determined the programming has an overwhelmingly adult viewership. This is defined as 85% or more adults 18 years old or older. Further, the commercial is restricted to programming content and scheduling that is not directed to youth and that is relevant to audiences 21 years old or older.

6. *Where else are VUSE ads running other than television?*

Print Media. VUSE is currently or will soon be advertising in national print publications, including for example, Car and Driver, GQ, Marie Claire, Maxim, Popular Mechanics, and Wired. VUSE is only advertising in print publications where 85% or more of the publication's readership is 18 years of age or older or where the median readership age is at least 23.

Online Advertising. VUSE has ads running online that are directed to adult tobacco and adult vaper consumers. To ensure our online advertising reaches appropriate audiences, we do a few things, including but not limited to:

- Placing digital banner ads only in online media where at least 85% of the users of a site are at least 18 years of age or older as measured by Nielsen, comScore, Google Analytics, or similar services.
- Employing industry-leading third-party filter technologies to analyze website content and apply keyword and category restrictions to block our digital banner advertisements from appearing on websites where youth-oriented and/or inappropriate content also may be present.

Direct Mail and E-Mail. VUSE utilizes certain direct-to-consumer communications (e.g., direct mail, e-mail). Prior to receiving any direct mail or e-mail marketing materials from VUSE, a consumer must certify he/she is a tobacco consumer, must be verified by our independent third-party vendor that he/she is 21 years of age or older, and must agree to receive marketing communications.

7. *Does VUSE take other measures to prevent youth access and use?*

Minors should never use tobacco products in any product form, and VUSE continues to implement practices and programs that combat youth access and use.

R.J. Reynolds Tobacco Company was an original sponsor of and lead participant in [We Card](#) and will continue to develop its longstanding partnership to reduce youth access. Since the partnership began in 1996, We Card has trained more than 460,000 store owners, managers, and frontline employees. Reynolds requires retailers to commit contractually to participate in We Card and to adhere to federal, state, and local laws.

Moreover, VUSE designs and directs its product marketing to reach adult tobacco consumers, and VUSE has voluntarily implemented specific guidelines that restrict the content of marketing and advertising materials. All of the foregoing actions are aimed at preventing youth access and use of VUSE's products, including VUSE Alto.

8. *What are VUSE's marketing principles more generally?*

VUSE designs and directs its marketing to reach adult tobacco consumers. VUSE has voluntarily implemented specific guidelines that restrict the content of marketing and advertising materials for its vapor products, including:

- No testimonials by sports figures or celebrities or any person with special appeal to persons under 21 years of age;
- No person appearing in any advertising materials is under age 25 or styled to look under age 25;
- Content does not include characters, images, or themes designed to target youth;

- Content does not relate to youth or youth-oriented activities;
- Content does not suggest that use of VUSE products is essential to social prominence, distinction, success or sexual attraction, nor does any content picture a person using any VUSE products in an exaggerated manner; and
- Content does not depict persons participating in, or obviously just having participated in, a physical activity requiring stamina or athletic conditioning beyond that of normal recreation.

9. *Is VUSE making any health, safety, reduced-risk, or cessation claims in the VUSE Alto television commercial?*

No. VUSE is not making, and has not made, any health, safety, reduced-risk, or cessation claims about VUSE Alto, and the television commercial for VUSE Alto does not include health, safety, reduced-risk, or cessation claims. The best course of action for tobacco consumers concerned about their health is to quit.

10. *How do you engage and give back to local communities?*

Reynolds American Inc. is committed to giving back to local communities. Numerous educational, economic-development and human-service [programs receive support](#) from the Reynolds American Foundation and the employees of Reynolds American Inc. and its subsidiaries. The Reynolds American Foundation is a non-profit corporation, established as a 501(c)(3) tax-exempt private foundation, which administers certain charitable and educational giving programs on behalf of Reynolds American Inc. operating companies and their respective employees.

For more information, see the [community engagement](#) section of the Reynolds American website.