



Reynolds American Inc.
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RAI 2016-13

RAI to host 1Q16 earnings conference call on April 26

WINSTON-SALEM, N.C. – April 12, 2016 – Reynolds American Inc. (NYSE: RAI) will host a conference call and webcast following the release of first-quarter 2016 financial results before the market opens on April 26. Details of the call are as follows:

Date and Time: Tuesday, April 26, 2016, 9:00 a.m. Eastern Time

Speakers: Susan M. Cameron, president and chief executive officer
Andrew D. Gilchrist, chief financial officer
Morris L. Moore, vice president of investor relations

Call-in Numbers: (877) 201-0168 (toll-free)
(647) 788-4901 (international)

Webcast registration and access: The RAI conference call will be available online on a listen-only basis in the [Investors](#) section on our website at www.reynoldsamerican.com. Registration will be available as of April 12, 2016. All remarks made during the conference call will be current at the time and will not be updated to reflect subsequent material developments. A replay will be available on the website.

While news media representatives will not be permitted to ask questions during the call, they are welcome to monitor the remarks on a listen-only basis. Following the call, media representatives may direct inquiries to Jane Seccombe at (336) 741-5068.

Web and Social Media Disclosure

RAI's website, www.reynoldsamerican.com, is the primary source of publicly disclosed news, including our quarterly earnings, about RAI and its operating companies. RAI also uses Twitter to publicly disseminate company news via [@RAI News](#). It is possible that the information we post could be deemed to be material information. We encourage investors and others to register at www.reynoldsamerican.com to receive alerts when news about the company has been posted, and to follow RAI on Twitter at [@RAI News](#).

ABOUT US

Reynolds American Inc. (NYSE: RAI) is the parent company of R.J. Reynolds Tobacco Company; Santa Fe Natural Tobacco Company, Inc.; American Snuff Company, LLC; Nicovum USA, Inc.; Nicovum AB; and R.J. Reynolds Vapor Company.

- R.J. Reynolds Tobacco Company is the second-largest U.S. tobacco company. R.J. Reynolds' brands include Newport, Camel and Pall Mall.
- Santa Fe Natural Tobacco Company, Inc. manufactures and markets Natural American Spirit products.

- American Snuff Company, LLC is the nation's second-largest manufacturer of smokeless tobacco products. Its leading brands are Grizzly and Kodiak.
- Nicovum USA, Inc. and Nicovum AB market innovative nicotine replacement therapy products in the U.S. and Sweden, respectively, under the ZONNIC brand name.
- R.J. Reynolds Vapor Company manufactures and markets VUSE e-cigarettes.

Copies of RAI's news releases, annual reports, SEC filings and other financial materials, including risk factors containing forward-looking information, are available at www.reynoldsameric.com. To learn how RAI and its operating companies are transforming the tobacco industry, go to the RAI website, [Transforming Tobacco](#).

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