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## **Reynolds American launches new online sustainability report**

**WINSTON-SALEM, N.C. – May 3, 2016** – Highlighting the ongoing efforts of environmental, social and governance performance at Reynolds American Inc. (NYSE: RAI) and its subsidiaries, RAI has added a comprehensive [sustainability](#) section to its corporate website. The site illustrates the companies' commitment to meeting stakeholder expectations and operating responsibly.

"With our continued growth as we lead the transformation of the tobacco industry, we are championing sustainable practices within our companies and the industry," said Susan M. Cameron, president and chief executive officer of RAI.

RAI's transforming tobacco strategy drives sustainability priorities across its subsidiaries. These efforts focus on three key areas: [Youth Tobacco Prevention](#), [Tobacco Harm Reduction](#) and [Commercial Integrity](#). By effectively executing strategies in these areas, the RAI companies have built strong momentum behind their vision of being market leaders in a transformed tobacco industry.

"It is important for our long-term business success to make meaningful progress on a range of issues, from minimizing the environmental impact of our companies' operations and products to promoting the well-being of our employees and the communities in which they live," said Cameron. "We made substantial progress on sustainability in 2015, and our transforming tobacco strategy will continue to guide our companies' actions and growth in the years ahead."

For more information, go to the new [sustainability](#) section of RAI's website.

### **Web and Social Media Disclosure**

RAI's website, [www.reynoldsamerican.com](http://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](http://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; Niconovum USA, Inc.; Niconovum 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.
- Niconovum USA, Inc. and Niconovum AB market innovative nicotine replacement therapy products in the United States and Sweden, respectively, under the ZONNIC brand name.
- R.J. Reynolds Vapor Company is a marketer of digital vapor cigarettes, manufactured on its behalf by R.J. Reynolds, under the VUSE brand name in the United States.

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.reynoldsamerican.com](http://www.reynoldsamerican.com). To learn more about how Reynolds American and its operating companies are transforming the tobacco industry, visit [Transforming Tobacco](#).

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