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**CONSUMERS SAVE MORE WITH COMMONWEALTH BRANDS' PORTFOLIO OF
MAKE-YOUR-OWN TOBACCO**

Bowling Green, KY – June 25, 2009 – In light of the recent tax increases on tobacco products, Commonwealth Brands, Inc. (an Imperial Tobacco Group company and the fourth largest tobacco company in the U.S.) introduces its revised portfolio of finely crafted loose tobacco. The brands, McClintock, Rave and Premier, have all undergone a modification to offer customers and consumers the best value for their money at this crucial time. The improved tobacco provides MYO/RYO consumers a greater cost saving by allowing them to make more cigarettes per ounce than they would with traditional loose tobacco.

In addition to these savings, consumers will continue to enjoy the great flavor, smokability, and ease of tubing as they have in the past. In fact, when tested, 89% of consumers preferred the new blend of tobacco over the previous blend.

“Commonwealth Brands recognizes the effects customers and consumers are feeling from the tax increase,” says Tim Jones, Vice President of Marketing (for Commonwealth Brands). “Our new, enhanced tobacco consistently performed better when tested against other tobacco brands, and is sure to be eagerly welcomed among MYO/RYO consumers.”

Commonwealth’s existing Premier, McClintock and Rave brands will be offered in Full Flavor, Light Taste and Menthol flavors; Rave will also be available in Menthol Light Taste and Ultra Light Taste. Each of the brands is available in medium and large bags. In addition to loose tobacco, each brand offers tubes that are available in varying styles.

About Commonwealth Brands, Inc.

Commonwealth Brands, Inc. is the fourth largest tobacco manufacturer in the United States. Its cigarettes include Davidoff, Sonoma, Montclair and USA Gold, the nation’s ninth best seller*. Its portfolio of fine tobaccos consists of the Premier, McClintock, Rave and Bali Shag brands. The Company also manufactures a range of tobacco related products, which include Premier, Rizla and El Rey cigarette tubes, and E-Z Wider and Joker cigarette papers. Commonwealth Brands, Inc. is based in Bowling Green, Kentucky, and employs over 900 people across 50 States. The Company is committed to its employees, its brands and its consumers.

*Source : Management Science Associates, Inc. ; Commonwealth Brands, Inc.

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