

August 31, 2010

To Our Valued Trade Association Partners:

Effective September 1, 2010, R.J. Reynolds Tobacco Company (“RJRT”), through a services agreement, will provide trade marketing services to American Snuff Company, LLC (“ASC”).

The RJRT Trade Marketing team, which now includes nearly all former ASC Trade Marketing employees, represents some of the tobacco industry’s leading brands, including Camel, Grizzly and Pall Mall. This expansion enhances our trade marketing team’s depth of expertise in both the cigarette and moist-snuff categories and allows us to deliver greater speed to market and stronger retail trade support.

Our goal is to make this transition as easy and seamless as possible for our valued customers. Retailers and wholesalers have been notified of the trade marketing expansion and will be contacted within the next few weeks by the RJRT representative assigned to their account.

To help ensure mutual success during the transition period, all existing programs, policies and procedures for RJRT brands will remain in place and are unaffected by the expansion. Current ASC programs and promotional plans will remain in place for the foreseeable future.

This is a momentous time for ASC and RJRT and we’re excited that you are part of this historic endeavor. Working together, we can ensure success.

Thank you for your continued support.

Dave Riser

Vice President External Relations – Trade Marketing