

R.J. Reynolds Vapor Company Announces Important Steps in its Continued Commitment to Transforming Tobacco

Product technology and innovation, as well as increased commitment to prevent potential youth tobacco access and use, continue to distinguish Reynolds as the leader committed to driving change in the tobacco industry

WINSTON-SALEM, N.C. – Mar. 4, 2019 – R.J. Reynolds Vapor Company (RJRVC), a subsidiary of Reynolds American Inc. who is a member of the British American Tobacco Group, today took important steps as part of its commitment to transforming tobacco. To mark the nationwide availability of RJRVC's high-performing vapor product, VUSE Alto, the Company launched a national television commercial, alongside announcing that Reynolds American Inc. and its group of companies will be launching additional efforts to prevent potential youth access to and use of tobacco products.

VUSE Alto is a high-performing product whose features and design, along with VUSE's commitment to responsible marketing, are clearly intended for adult tobacco consumers looking for a satisfying vapor product. The advertising launched today reflects this approach and is designed to demonstrate how VUSE Alto provides the performance, experience, and simplicity adult tobacco consumers are seeking from today's vapor products.

In conjunction with the launch of VUSE's television commercial, Reynolds American Inc. is announcing that it will be launching additional efforts to prevent potential youth access to tobacco products, including vapor 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. 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. By building on Reynolds' longstanding commitment to reduce youth use of tobacco, these additional practices are designed to combat potential misuse.

"We are fully committed to leading change in our industry. This milestone reiterates our commitment to innovation and to providing adult tobacco consumers with products that reflect evolving consumer preferences. We are transforming tobacco," said Christy Canary-Garner, vice president of VUSE vapor brand.

"We are extremely pleased to have launched a television commercial for a product that through its features and our responsible marketing practices, is clearly intended for adult tobacco consumers. We have demonstrated that vapor products can be marketed responsibly to adult tobacco consumers and remain committed to this goal."

About R.J. Reynolds Vapor Company and Reynolds American Inc.

RJRVC is an operating company of Reynolds American Inc. ("RAI"), a member of the British American Tobacco Group. RAI's operating companies remain committed to responsibly marketing age-restricted tobacco products. RAI's operating companies' marketing communications are designed for, and directed to, existing adult tobacco consumers who are 21 years of age and older. This standard is implemented in a variety of ways. First, direct interactions with consumers via e-mail, direct mail, and consumer engagements are restricted to existing age 21+ adult consumers of tobacco products who have opted in to receive communications from RAI's operating companies that manufacture tobacco products. Specifically, before receiving e-mails or direct mail from an RAI operating company and prior to making any purchase of REVEL at thatsrevel.com, or VUSE vapor products at vusevapor.com, consumers must certify that they are a tobacco consumer age 21 or older, they are interested in receiving communications and offers, and they must be age-verified by an independent third-party age verification provider. With respect to mass media (print advertising, television, online advertising), RJRVC employs strict guidelines to ensure that the audience viewership is overwhelmingly adult. In addition to restricting the dissemination of marketing communications, RAI's operating companies also impose numerous restrictions on the content of those marketing messages.

For more details, please find information on this [frequently asked questions](#) document.

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<https://rjvapor.thecampaignroom.com/2019-03-04-R-J-Reynolds-Vapor-Company-Announces-Important-Steps-in-its-Continued-Commitment-to-Transforming-Tobacco>