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Reynolds American and its employees donated \$13 million to nonprofits in 2016

WINSTON-SALEM, N.C. – March 7, 2017 – Reynolds American Inc. (NYSE: RAI), its affiliates, related private charitable foundations and employees donated approximately \$13 million to a wide range of nonprofit organizations in 2016.

“In addition to the highest-ever participation rates in our matching grants program, our employees continued to give back to the community by volunteering with numerous organizations in our communities, including United Way’s Days of Caring,” said Mamie Sutphin, RAI Services Company’s director of community engagement programs. “We were thrilled to receive United Way of North Carolina’s Spirit of NC Award for the third year in a row as we continue our long history of supporting organizations that bring the greatest impact to our community.”

The Reynolds American Foundation donated a total of \$8.9 million in 2016, including funds donated to match grants made by employees. The Foundation’s largest contributions were to United Way of Forsyth County and surrounding area United Ways, Winston Salem Foundation (for Project Impact, supporting Winston-Salem Forsyth County Schools), Gateway YWCA, Wake Forest University School of Medicine, American Red Cross (becoming an Annual Disaster Giving Program member in 2016), Arts Council, ABC of NC Child Development Center, Forsyth Technical Community College, Reynolda House Museum of American Art, Old Salem, Salem College and Winston-Salem State University. In addition to the Foundation’s contributions, company employees contributed nearly \$1.3 million of their own money to the United Way of Forsyth County campaign.

On a corporate level, Reynolds American and its subsidiaries contributed a combined \$3.8 million in cash and property donations to nonprofit organizations in 2016. Significant donations were made to a variety of community organizations, food banks and youth tobacco prevention initiatives.

The American Snuff Charitable Trust contributed \$283,000 to a variety of community-based nonprofit organizations located in Memphis, Tenn., Winston-Salem, N.C., and Clarksville, Tenn. where employees of the American Snuff Company work and live.

The Santa Fe Natural Tobacco Company Foundation, which focuses on the development of American Indian entrepreneurs, the facilitation of American Indian education and the preservation of American Indian languages, contributed more than \$147,000 in 2016. The largest contributions went to the American Indian College Fund and Lakota Waldorf School.

For more information on Reynolds American’s philanthropy efforts, please visit the online section of the company’s website at [Community Engagement](#).

Web and Social Media Disclosure

RAI's website, www.reynoldsamerican.com, is the primary source of publicly disclosed news, including quarterly earnings, for RAI and its operating companies. RAI also uses Twitter to publicly disseminate company news via [@RAI News](https://twitter.com/RAINews). 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](https://twitter.com/RAINews).

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 in the United States.
- 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. To learn more about how Reynolds American and its operating companies are transforming the tobacco industry, visit [Transforming Tobacco](#).

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