Let's consider

$$\begin{cases} u_t = u_{xx} + v_x + v \left(\pi^2 - \frac{1}{1+\pi^2} - \lambda\right) & t > 0, \ x \in (0,1) \\ 0 = v_{xx} - v + u & t > 0, \ x \in (0,1) \\ u_x(t,0) = u_x(t,1) = 0, \quad v_x(t,0) = v_x(t,1) = 0 & t > 0 \\ u(0,x) = \cos(\pi x) & x \in (0,1). \end{cases}$$

The exact solution should be

$$u(t,x) = e^{-\lambda t} \cos(\pi x),$$
  
$$v(t,x) = \frac{1}{1+\pi^2} e^{-\lambda t} \cos(\pi x).$$