



P.O. Box 2959  
Winston-Salem, NC 27102

Contact: Public Relations Department  
(336) 741-4616  
(336) 741-0605  
(336) 741-6995

RJRT 2000-19

**Reynolds Tobacco's Risk-Reduction Methodology Demonstrates  
Eclipse Cigarettes May Present Less Risk**

**Dallas/Fort Worth Test-Market to Begin This Week**

**WINSTON-SALEM, N.C. – April 19, 2000 –** Using a four-step scientific methodology, R.J. Reynolds Tobacco Company (RJRT) has concluded that Eclipse, a cigarette that primarily heats tobacco, may present smokers with less risk of cancer, chronic bronchitis and possibly emphysema, when compared to other cigarettes.

Eclipse will be test-marketed in the Dallas/Fort Worth area beginning this week through direct mail and internet sales to age-verified, adult smokers 21 and older. The company plans to follow with retail distribution of Eclipse in selected retail outlets in the Dallas/Fort Worth area.

Today's announcement was made at the annual shareholders' meeting of R.J. Reynolds Tobacco Holdings, Inc. (RJR), the parent company of Reynolds Tobacco. RJR Chairman and Chief Executive Officer Andrew J. Schindler says: "To assess whether new products or processes may provide the potential for risk reduction, Reynolds Tobacco established and uses a four-step scientific methodology.

"Before we make any claim that a new cigarette may present less risk compared to other cigarettes, it must be substantiated by extensive scientific testing and verified by independent experts."

Schindler says the four steps of the methodology are:

- chemical testing and analysis;
- biological and toxicological testing;
- human testing; and
- independent scientific verification.

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