

**BROWN & WILLIAMSON
TOBACCO**

NEWS RELEASE

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JURY DELIVERS POSITIVE VERDICT FOR BROWN & WILLIAMSON

Louisville, KY – Brown & Williamson Tobacco Corporation issued the following statement regarding today's verdict in the smoking and health case tried before a jury in federal district court in Kansas City, Missouri. Known as the *Steele* case, plaintiffs were Michelle Steele and Charles E. Steele, Jr., daughter and son respectively of the deceased Charles Edward Steele.

"Today's verdict for the defense reflects recognition by the jury that Brown & Williamson acted responsibly in the processes of researching, testing and designing our products," said Steven McCormick, attorney for the company. "The jury's conclusions are consistent with the majority of court decisions, agreeing that smoking is a matter of personal choice.

"Today's verdict represents the third straight jury verdict for Brown & Williamson in over a month. In March, B&W won in the union Iron Workers case in Akron, Ohio. Earlier this week, B&W and other tobacco manufacturers won three separate suits brought by plaintiffs in Memphis, Tennessee.

"This verdict in Kansas City was particularly gratifying because the jury specifically found that B&W was zero percent at fault. Despite vigorous efforts by the plaintiff's attorney to punish the company by seeking punitive damages the jury found that B&W did absolutely nothing wrong.

"This Kansas City case, as well as the trials in Memphis, were about personal responsibility and choice. These juries' verdicts are consistent with an overwhelming majority of American citizens who believe plaintiffs should not be awarded money for actions in which they exercise their own personal responsibility."

Headquartered in Louisville, Ky., Brown & Williamson is the nation's third largest manufacturer and marketer of tobacco products. The company's major brands include KOOL, GPC, CARLTON, CAPRI, LUCKY STRIKE, and MISTY.

For additional information on related subjects and issues, visit: www.brownandwilliamson.com.

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