



NEWS RELEASE

3704
BROWN & WILLIAMSON TOBACCO CORPORATION
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BROWN & WILLIAMSON NAMES BRAND MANAGER

LOUISVILLE, KY., Sept. 24, 1981--Brown & Williamson Tobacco Corporation has announced the promotion of Paul S. Wessel from Assistant Brand Manager, - KOOL, to Brand Manager - New Products.

Wessel, a Chicago native, joined the company in 1978 as a Brand Assistant - KOOL New Products. He is a 1974 graduate of Denison University, Granville, Ohio, where he received a bachelor's degree, and a 1978 graduate of Northwestern University's Graduate School of Management, where he received a master's in management.