

FOR IMMEDIATE RELEASE**Gavin Little of R.J. Reynolds Tobacco named to Consumer Goods Technology Magazine's (CGT) prestigious "Visionaries 2007" list.**

DURHAM, NC – July 10, 2007. Gavin Little, Executive Vice President, Consumer and Trade Marketing of R.J. Reynolds Tobacco has been named to *Consumer Goods Technology* (CGT) "Visionaries 2007" list. Little was honored among 25 consumer goods executives chosen for 'continually looking ahead and ensuring their companies will win in the long run'. Previously, CGT has selected only 104 consumer goods executives for the Visionaries list since it was first published in 2003.

When asked about his leadership philosophy, Gavin replied, "It's about envisioning the future - providing energy throughout the organization that enables our people and teams to release their full creative potential, and to do the best they can for adult tobacco consumers." Little joined R.J. Reynolds as EVP of Consumer and Trade Marketing in March 2006. Previously, he was the European Marketing Director of British American Tobacco and European Marketing Director for Universal Studios and Paramount Pictures.

Clarkston Consulting nominated Gavin Little for his innovative thinking and leadership in driving changes in the industry. "Gavin has consistently shown his ability to identify ways to extend RJRT's Consumer & Trade marketing organization into one that is able to get closer to its consumers. He is leading the charge among consumer products companies, with a goal of letting consumers help pave the path for how RJRT products are brought to market in the future," said Ed Holmes, Associate Partner, Clarkston Consulting.

About R.J. Reynolds Tobacco

R.J. Reynolds Tobacco Company, an indirect subsidiary of Reynolds American Inc. (NYSE: RAI), is the second-largest tobacco company in the United States, manufacturing about one of every three cigarettes sold in the country. The company's brands include five of the 10 best-selling U.S. cigarette brands: Camel, Kool, Winston, Salem and Doral. For more information, visit www.RJRT.com.

About Clarkston Consulting

Clarkston Consulting is a leading management and technology consulting firm that provides strategic business solutions for clients within the life sciences and consumer products industries worldwide. These market leaders turn to Clarkston to help them bridge the gap between strategy and execution to sustain a competitive advantage. Clarkston is a sought-after business partner

because of its recognized industry thought-leadership and superior client relationships, as measured by The Conference Board's survey on client satisfaction. For more information, visit www.clarkstonconsulting.com.

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Contact:

Angelia Jackson

Clarkston Consulting

404.873.9501

ajackson@clarkstonconsulting.com