



CC-17-12

February 1, 2012

To Direct Buying Customers of American Snuff Company:

SUBJECT: Voluntary Market Withdrawal – Grizzly Long Cut 1900

This notice is to alert direct suppliers of American Snuff Company (ASC) that ASC has identified that the tobacco in Grizzly Long Cut 1900 was cut too short to meet Grizzly adult tobacco consumer expectations.

On behalf of ASC, we ask direct suppliers to immediately take the following actions:

- Cease all shipments of Grizzly Long Cut 1900 to your customers.
- Pull all Grizzly Long Cut 1900 on-hand inventory and hold until further notice.

Additionally, all orders for Grizzly Long Cut 1900 have been temporarily suspended until further notice.

This issue is isolated to Grizzly Long Cut 1900 only.

Product Description	Case Size	Case UPC	Roll UPC	Can UPC	Can Full UPC
GRIZZLY LONG CUT 1900	90 CAN	000 4210001030 5	0 4210000067 2	0 420641 1	0 4210000064 1

ASC is committed to providing the highest quality moist tobacco products to adult tobacco consumers; therefore, the purpose of this voluntary market withdrawal is to ensure ASC’s adult tobacco consumers continue to have positive experiences with the Grizzly brand.

We will provide additional details of activities associated with this voluntary market withdrawal in a separate communication by the end of the week. We apologize for the inconvenience this activity will cause, and we appreciate your continued support in the marketing of ASC products.

R. J. REYNOLDS TOBACCO COMPANY on behalf of American Snuff Company