



July 19, 2011

**TO ALL RETAIL CUSTOMERS:**

We are advising you that Lorillard, out of an abundance of caution, is implementing a voluntary recall at retail of Newport Non-Menthol cigarettes manufactured on 6/29/2011 and 6/30/2011. A consumer press release is attached explaining the cause for the recall.

Importantly, all public distributing warehouses and our direct buying customers have already segregated this product and therefore, any future shipments you receive have no issue.

We are however now asking for your assistance in identifying any involved Newport Non-Menthol product that may have reached your retail outlet.

The involved product has the lot code information listed below:

	<b>Newport Non-Menthol Box 80's</b>	<b>Newport Non-Menthol Box 100's</b>
<b>Carton</b>	1 O 29 750	1 O 29 440
<b>(On Carton Ends)</b>	1 O 30 750	1 O 30 440
<b>Pack</b>	1 O 29 750	1 O 29 440
<b>(Bottom of Pack)</b>	1 O 30 750	1 O 30 440

Should you identify any Newport Non-Menthol product in your retail outlet with the involved lot codes please hold them separately from your other Newport Non-Menthol products and arrange to have them returned to your wholesale supplier. We have authorized your wholesale supplier to accept returns of Newport Non-Menthol with the above lot codes.

Also, if any of your customers have purchased any Newport Non-Menthol product with the above lot codes and returned them to you please provide them with a full refund of the purchase price and return the product to your wholesale supplier.

Should your customers have any questions regarding this recall they should contact the Lorillard Call Center at 1-800-950-1888, press option #3. Should you have any questions, contact your local Lorillard Representative.

No other Lorillard products are affected, including Newport Menthol.

We thank you for your assistance with regard to this matter and sincerely apologize for any inconvenience this situation has caused you and your customers.

**LORILLARD TOBACCO COMPANY**