NATIONAL TOBACCO®

To: Our Valued Customers
Attention: Tobacco Buyer
Date: March 26, 2009
Subject: New Products for Growth & Emergent Categories

Given the recent passage of the S-CHIP Bill, National Tobacco is pleased to introduce three exciting new products which should help meet adult tobacco consumers' product needs in this trying economic and legislative environment. The new products are as follows:

Red Cap™ Pipe Tobacco: First introduced to adult tobacco consumers a hundred years ago, we are proud to launch nationally one of our timeless pipe tobacco classics! Once available only in small, pocket sized cloth sacks sold only through a specialty catalog, the new Red Cap™ has been enhanced to provide an improved smoking experience for adult tobacco consumers. The enhancements include:

- Two special blends to appeal to a wide range of adult pipe tobacco consumers.
- Improved tobacco cut to provide a consistent, smooth smoking experience and easier pipe packing.
- Re-sealable, flavor saving packages.
- Three well known sizes: 0.75 ounce foil pouch, 6 ounce and 16 ounce plastic bags.
- Each package features a consumer oriented free pipe offer while supplies last.
- Unit price that is sure to meet adult pipe tobacco consumer needs in this trying economic time.

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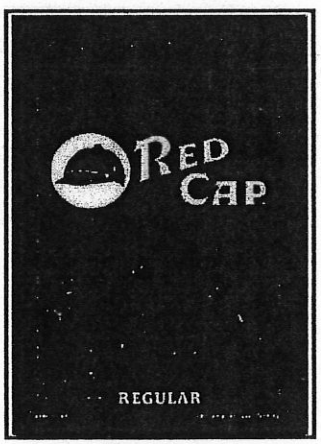
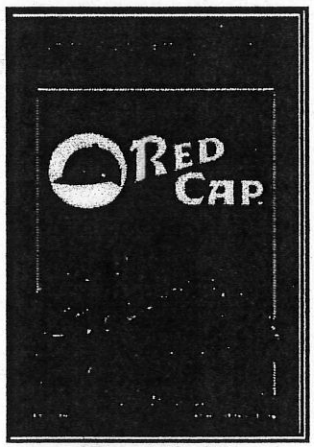


Regular



Blend No. 7

- Red Cap™ Regular is a winning blend of aromatic Virginia, Burley with other premium air-cured tobaccos for a superior smoking experience.

- Red Cap™ Blend No. 7, like the Regular, but also includes a hint of rich Cavendish tobacco for a truly unique and flavorful smoking experience.

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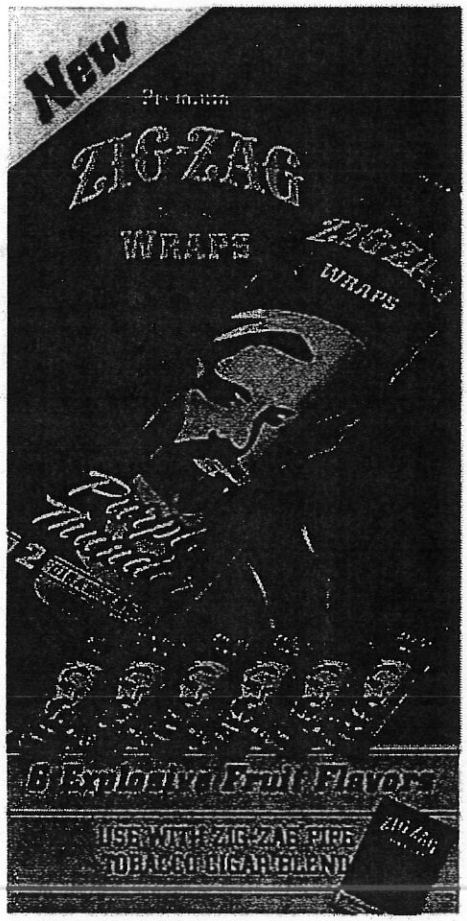
Red Cap™ has been a favorite among traditional pipe tobacco connoisseurs for many years. Please let your retailers know about the Red Cap™ opportunity today! Product is 100% guaranteed.

Zig-Zag® Cigar Wraps & Tobacco: The No.1 cigarette paper brand, now in cigar wraps! Six explosive fruit flavors are available in re-sealable, flavor saving packets. From Apple Blitz™ to Purple Thunder™, Zig-Zag® wraps are boldly flavored to create a robust cigar experience.



The Zig-Zag® cigar wraps are made to wrap around our new cigar blend tobacco. Zig-Zag® cigar blend is made from only the highest quality hand-selected aromatic pipe and Dominican tobaccos. Our unique blend is enhanced with rich, mellow Cavendish for true smoking enjoyment.

Product is 100% guaranteed.

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Stoker® Moist Snuff: The Stoker's® Brand brings to moist smokeless tobacco what it brought to chewing tobacco…BIG SIZE, BIG VALUE, BIG SALES.

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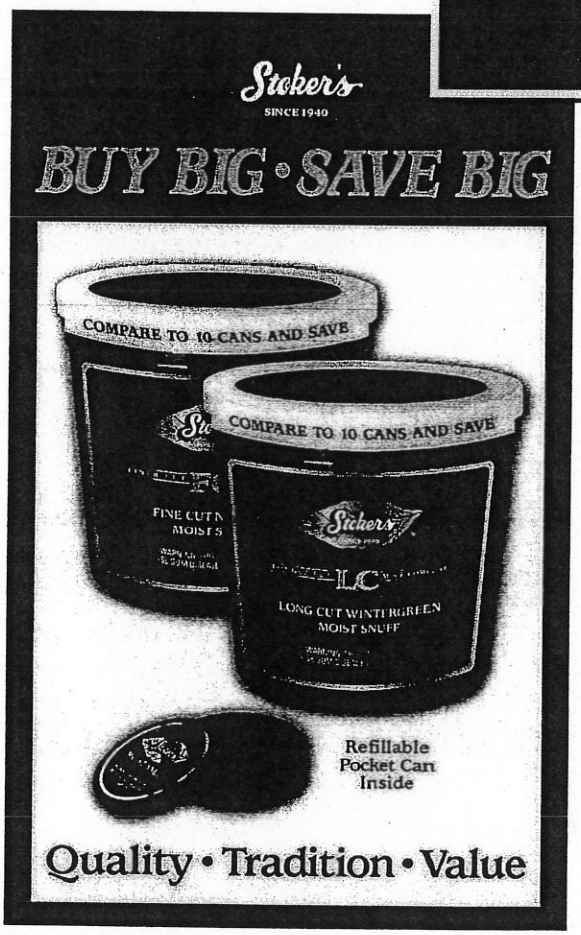
Stoker's® new 12 ounce tub, complete with a refillable 1.2 ounce pocket can inside, is available in two of the most popular styles – Long Cut Wintergreen and Fine Cut Natural.

We'll help you introduce your customers to the quality taste of Stoker's® moist snuff and the value of our 12 ounce tub.

The product will be initially supported with displays containing 1.2 ounce trial cans at a special promotional price. The trial cans will also provide coupons for future purchases. This will drive consumer interest and repeat business for your customers.

Adult tobacco consumers will be searching for quality and value in these trying times. Stoker has a history of meeting both of these needs. Product is 100% guaranteed.



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If you have any questions, please contact National Tobacco Company Customer Service department at 1-800-331-5962 or customerservice@nationaltobacco.com.

Thank you for your continued support in the marketing of our quality brands.

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