



R.J. Reynolds Vapor Company

Information for VUSE VIBE Consumers
Re: Voluntary Product Recall of VUSE VIBE Power Units

Please provide one tear pad sheet to each adult tobacco consumer that asks to purchase a VUSE VIBE product or that may have a question about the VUSE VIBE voluntary product recall.

R.J. Reynolds Vapor Company (RJR) is providing the enclosed tear pad to retailers that sell VUSE VIBE products. Included in this tear pad is information for adult tobacco consumers regarding the recently announced VUSE VIBE Kit and VUSE VIBE Power Unit voluntary product recall.

The information includes:

- A summary statement about the VUSE VIBE voluntary product recall;
- Immediate instructions for VUSE VIBE consumers;
- A website address for additional information about the VUSE VIBE voluntary product recall;
- A toll-free phone number for consumers to access information on returning VUSE VIBE Kits and/or VIBE Power Units.

Thank you for your cooperation and support in the marketing of our products.

R.J. Reynolds Vapor Company

R.J. Reynolds Vapor Company is a subsidiary of RAI Innovations Company, a subsidiary of Reynolds American Inc. Reynolds American Inc. is an indirect, wholly owned subsidiary of British American Tobacco p.l.c. R.J. Reynolds Vapor Company markets Vuse e-cigarettes. For more information, visit www.RJRVapor.com.

###