22nd Century to Present on Promising Low Tar-to-Nicotine Ratio Cigarettes; Dr. Gio Batta Gori, Author of *Virtually Safe Cigarettes*, to Speak at 22nd Century Group Annual Shareholder Meeting

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CLARENCE, N.Y.–(BUSINESS WIRE)–22nd Century Group, Inc. (OTCBB: XXII), a company that has developed groundbreaking technology for tobacco harm reduction and smoking cessation products, announced that Dr. Michael Moynihan, Vice President of Research & Development, will present a poster today on the company’s proprietary BRAND B cigarette at the 66th Tobacco Science Research Conference (TSRC) being held in Concord, North Carolina.

Slated for submission to the U.S. Food and Drug Administration (FDA) as a modified risk candidate, BRAND B is reportedly the world’s lowest tar-to-nicotine ratio cigarette. Unlike low tar/low-nicotine brands on the market (previously labeled "light" or "ultra-light" before these descriptors were banned in the U.S. by the Tobacco Control Act in 2010), the nicotine yield of BRAND B is not reduced.

Studies of smokers using low tar-to-nicotine (LTN) research cigarettes such as BRAND B have demonstrated that smoking behavior changes and the dose of smoke inhaled by the smoker including “tar” is significantly reduced (Russell MAH 2000). Specifically, compensatory smoking (e.g., more and/or larger puffs per cigarette) of LTN research cigarettes is greatly curtailed.

Dr. Moynihan’s poster, *Effect of Smoking Low Tar-to-Nicotine Ratio Cigarettes on Smoke Exposure*, explains that incorporating tobacco with a higher-than-typical nicotine content, LTN cigarettes can be made with lower yields of harmful and potentially harmful smoke constituents while maintaining nicotine yields per cigarette similar to popular full-flavor brands. As announced in April 2012, utilizing studies of exposure to smoke constituents and consumer perception, 22nd Century will submit a modified risk cigarette application for BRAND B to the FDA.

Leading U.S. brands have an average tar-to-nicotine ratio of approximately 13 – meaning that approximately 13 parts “tar” is inhaled for every part nicotine. LTN cigarettes with a tar-to-nicotine ratio of 7 or less have the potential to reduce smoke exposure by 50 percent. If smoke inhalation with LTN cigarettes is reduced by 50 percent on average, confirmed by biomarkers in exposure studies, reduced harm is expected. 22nd Century’s CEO, Joseph Pandolfino explained, “A cigarette that reduces smoke exposure by an average of 50 percent is effectively a hybrid of a zero-tar e-cigarette and a Marlboro® Gold. How much would smoking-related disease decrease in the U.S. if all the cumulative smoke inhaled by smokers were cut in half?”

Separately, one of the original proponents of LTN cigarettes, Dr. Gio Batta Gori, Director of the Health Policy Center in Bethesda, Maryland, will present a keynote address at 22nd Century Group’s annual shareholder meeting at 2:00 pm on Thursday, September 20, 2012. To be held in Clarence, New York, the annual meeting will be open to company shareholders, select guests, and the media. Dr. Gori will speak on the compelling reasons for less harmful cigarettes and their likely significance to the cigarette industry and the entire tobacco economy.

Dr. Gori is also author of *Virtually Safe Cigarettes: Reviving an Opportunity Once Tragically Rejected* and a contributor to national research and prevention agendas at the U.S. National Cancer Institute, where he was deputy director of the Division of Cancer Cause and Prevention and director of the Smoking and Health Program. The latter aimed at developing reduced risk cigarettes, an effort for which Dr. Gori received the Superior Service Award of the U.S. Public Health Service.

About 22nd Century Group, Inc.

22nd Century is a plant biotechnology company whose proprietary technology allows for the level of nicotine and other nicotinic alkaloids (e.g., nornicotine, anatabine and anabasine) in the tobacco plant to be decreased or increased through genetic engineering and breeding. 22nd Century owns or is the exclusive
licensee of 105 issued patents in 78 countries plus an additional 38 pending patent applications. Hercules Pharmaceuticals, LLC and Goodrich Tobacco Company, LLC are subsidiaries of 22nd Century focused on the company's (i) prescription smoking cessation aid in development, X-22, and (ii) potential modified risk cigarettes, respectively.

For additional information, please visit: www.xxiicentury.com

Cautionary Note Regarding Forward-Looking Statements: This press release contains forward-looking information, including all statements that are not statements of historical fact regarding the intent, belief or current expectations of 22nd Century Group, Inc., its directors or its officers with respect to the contents of this press release. The words “may,” “would,” “will,” “expect,” “estimate,” “anticipate,” “believe,” “intend” and similar expressions and variations thereof are intended to identify forward-looking statements. We cannot guarantee future results, levels of activity or performance. You should not place undue reliance on these forward-looking statements, which speak only as of the date that they were made. These cautionary statements should be considered with any written or oral forward-looking statements that we may issue in the future. Except as required by applicable law, including the securities laws of the United States, we do not intend to update any of the forward-looking statements to conform these statements to reflect actual results, later events or circumstances or to reflect the occurrence of unanticipated events. You should carefully review and consider the various disclosures made by us in our annual report on Form 10-K for the fiscal year ended December 31, 2011, filed on April 16, 2012, including the section entitled “Risk Factors,” and our other reports filed with the U.S. Securities and Exchange Commission which attempt to advise interested parties of the risks and factors that may affect our business, financial condition, results of operation and cash flows. If one or more of these risks or uncertainties materialize, or if the underlying assumptions prove incorrect, our actual results may vary materially from those expected or projected.

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