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22nd Century Group to Present at the Rodman & Renshaw Global Investment Conference

WILLIAMSVILLE, N.Y.--(BUSINESS WIRE)--22nd Century Group, Inc. (OTCBB: [XXII](#)), a company focused on smoking cessation and tobacco harm reduction products, announced today that it will present at the Rodman & Renshaw Annual Global Investment Conference to be held September 11-13, 2011 at the Waldorf Astoria in New York City.

Joseph Pandolfino, founder and CEO, will deliver the company's corporate presentation on Monday, September 12th, at 1:30 PM Eastern time. Mr. Pandolfino will provide an update on the company's business, including its Phase II-B smoking-cessation clinical trial currently in progress.

X-22, a prescription smoking cessation aid in development, consists of a kit of very low nicotine (VLN) cigarettes made from 22nd Century's proprietary tobacco. X-22 cigarettes contain 97% less nicotine than Marlboro® Gold, the U.S. cigarette market leader, formerly known as Marlboro Lights®. In the Phase II-B protocol, subjects are assigned to smoke X-22 (or active control cigarettes) during a 6-week treatment period to facilitate the goal of quitting by the end of 6 weeks.

About 22nd Century Group, Inc.

Founded in 1998, 22nd Century Limited, LLC (22nd Century) is a plant biotechnology company whose proprietary technology allows for the level of nicotine (and other nicotinic alkaloids) in the tobacco plant to be decreased or increased through genetic engineering and breeding. 22nd Century owns or is the exclusive worldwide licensee of 98 issued patents in 79 countries where at least 75% of the world's smokers reside. 22nd Century is committed to developing and commercializing (i) the world's most effective and acceptable smoking cessation aid and (ii) for those smokers who refuse to quit smoking, consumer-acceptable modified risk tobacco products that reduce exposure to smoke toxins, as compared to conventional cigarettes. Through a merger on January 25, 2011, 22nd Century became a wholly-owned subsidiary of 22nd Century Group, Inc. On August 8, 2011, the company [announced](#) that 22nd Century enrolled the first patients in its Phase II-B clinical trial for X-22.

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

Safe-Harbor Statement under the Private Securities Litigation Reform Act of 1995: This press release may contain forward-looking information within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), including all statements that are not statements of historical fact regarding the intent, belief or current expectations of the company, 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. Investors are cautioned that any such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, many of which are beyond the company's ability to control, and that actual results may differ materially from those projected in the forward-looking statements as a result of various factors including the "Risk Factors" disclosed in the company's reports filed with

the SEC under the Exchange Act, including the company's Form S-1/A filed with the SEC on September 6, 2011 and potential uncertainties regarding the X-22 Phase II-B clinical trial.

Contact

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