



September 16, 2015

Office of the Attorney General of Vermont  
Tobacco Enforcement Unit  
ATTN: Asst. Attorney General Helen Wagner  
109 State Street  
Montpelier, VT 05609-1001

In re: ***R.J. Reynolds Tobacco Company's compliance  
with recent FDA not substantially equivalent orders***

To Whom It May Concern,

On September 15<sup>th</sup>, 2015, R.J. Reynolds Tobacco Company ("RJRT") received orders from the U.S. Food and Drug Administration ("FDA") to stop the sale and distribution of the ***CAMEL Crush Bold, PALL MALL Deep Set Recessed Filter, PALL MALL Deep Set Recessed Filter Menthol, and VANTAGE Tech 13*** cigarette styles. Pursuant to these orders, RJRT requests that your state delist these styles with an **effective delist date of October 15<sup>th</sup>, 2015** (the 30 day retail non-enforcement period provided for by the FDA expires on October 14<sup>th</sup>, 2015). Additionally, RJRT also requests that your state delist the ***CAMEL White*** and ***CAMEL White Menthol*** cigarette brand styles with an **effective delist date of October 15<sup>th</sup>, 2015. Please note that it is possible that one or more of the styles referenced above may not have been distributed and therefore may not be currently listed on your state tobacco directory.**

As information, on September 15<sup>th</sup>, 2015, RJRT communicated the following to all direct buying customers, subjobbers and RJRT contracted retail customers:

1. All direct buying customers and subjobbers must immediately cease all shipments of these six brand styles to their retail and/or subjobber customers.
2. All direct buying customers and subjobbers must immediately pull and inspect all on-hand inventories of these six brand styles and segregate and hold those inventories until further notice.
3. All RJRT contracted retail customers were reminded that, per the FDA Guidance for Enforcement Policy for Certain (Provisional) Tobacco Products Found Not Substantially Equivalent ("NSE"), the FDA does not intend to take enforcement action for at least 30 calendar days from the date the NSE order issues for those products that are in the retailer's current inventory at a specific retail location on the date FDA issues the NSE order. This policy extends only to tobacco products that are already in a retail store that offers the products for sale directly to consumers.

RJRT is still working on its response plan for inventories of the affected brand styles.

Please contact Nancy Sturgeon at 336-741-1083 or [sturgen@rjrt.com](mailto:sturgen@rjrt.com) with any questions.

RAI SERVICES COMPANY  
ON BEHALF OF  
R.J. REYNOLDS TOBACCO COMPANY <sup>1</sup>

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<sup>1</sup> RAI Services Company is a subsidiary of Reynolds American Inc. Pursuant to written Services Agreements RAI Services provides various support services to Reynolds American Inc. and its operating companies, including R.J. Reynolds Tobacco Company.