

URGENT: Nationwide voluntary recall of Vuse Vibe power units

All Vuse Vibe power units are being recalled from the market. R.J. Reynolds Vapor Company issued the recall on April 13, after receiving 10 consumer complaints about malfunctioning batteries, which may cause the power unit to overheat and create a fire risk.

Recall Hotline
1-800-369-8200

What should I do if I have a Vuse Vibe?

- 1. STOP using your Vuse Vibe**
- 2. Unscrew the tank from the power unit**
- 3. Do NOT charge your Vuse Vibe power unit**
- 4. Call 1-800-369-8200 to get further instructions**

This recall is related specifically to the battery of the Vuse Vibe vapor product. Vuse Solo and Vuse Ciro, which use different batteries, are not included in this recall.

RJR VAPOR CO. PRESS RELEASE

Urgent: Voluntary Product Recall of Vuse Vibe Power Units

WINSTON-SALEM, N.C. – April 13, 2018 – R.J. Reynolds Vapor Company has voluntarily initiated a nationwide safety recall of all Vuse Vibe power units. The Company initiated the recall after receiving consumer complaints about malfunctioning batteries, which may cause the power unit to overheat and create a fire risk. The Company notified the U.S. Food and Drug Administration regarding the issue and will be working directly with the Agency on this voluntary recall.

The Company has received 10 complaints related to the power unit. No injuries have been reported. The Company is voluntarily recalling the 2.6 million power units it has sold. The Company is investigating the cause of the incidents with the intent to return to the market after the issue has been resolved.

All consumers who have Vuse Vibe vapor products should stop using the product and not charge the power unit. Please call 1-800-369-8200 or visit www.vusevapor.com for information on how to return Vuse Vibe power units and receive a refund. The Company is committed to providing products of the highest quality, and we regret the inconvenience this will cause our consumers.

Vuse Solo and Vuse Ciro, which use different battery components, are not included in this recall.

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.

RJR VAPOR CO. FREQUENTLY ASKED QUESTIONS

April 25, 2018

Why is Reynolds Vapor recalling Vuse Vibe power units?

The Company initiated this recall on April 13, 2018, after receiving 10 consumer complaints about malfunctioning batteries, which may cause the power unit to overheat and create a fire risk. The Company notified the U.S. Food and Drug Administration regarding the issue and will be working directly with the Agency on this voluntary recall. Customers should stop using the product immediately.

What was the cause of the Vuse Vibe power unit issue?

An investigation is ongoing to determine the cause of the battery issue. This issue is isolated to the Vuse Vibe product. No other Vuse products are affected. We believe that the issue is confined to a fraction of all Vuse Vibe products sold, and involves a battery manufactured by a contract supplier. We have voluntarily taken the action to recall all Vuse Vibe power units in the market until further notice.

How many complaints had the Company received when the recall was issued?

The Company had received 10 complaints, with no injuries being reported, when the Company issued the recall of the power units it had sold.

I've never had any problems with my Vuse Vibe product. Should I still return it?

All consumers who have Vuse Vibe vapor products should stop using the product and not charge the power unit. Call 1-800-369-8200 to:

- Get additional details
- Learn about how to return your Vuse Vibe power unit
- Learn about how to receive a refund and/or claim another Vuse product

How do I properly return my Vuse Vibe power unit if it is subject to the recall?

We will send a postage-paid mailer to you for the product to be returned. Look for the postage-paid mailer to arrive within four-to-six weeks.

Can I take my Vuse Vibe to a retailer that sells Vuse products for return or exchange?

No. Consumers should not return Vuse Vibe product to retailers.

What should I do with my Vuse Vibe power unit(s)?

Call our toll-free recall number 1-800-369-8200 to receive a postage-paid mailer for the product to be returned.

What do I do with my tanks?

We are recalling power units only. Please keep your tanks. The Company is investigating the cause of the incidents with the intent to return to the market.

Will Vuse Solo and Vuse Ciro continue to be available?

Yes. Vuse Solo and Vuse Ciro, which use different batteries, are not included in this recall. R.J. Reynolds Vapor Company is committed to providing products of the highest quality, and we regret the inconvenience this will cause our consumers.