



September 29, 2014

22nd Century Group Featured in Wells Fargo “Tobacco Talk” Conference Call on Tuesday September 30th

Company Also Unveils New Corporate Website

CLARENCE, N.Y.--(BUSINESS WIRE)-- 22nd Century Group, Inc. (NYSE MKT: [XXII](#)) announced today that Joseph Pandolfino, Founder and CEO of 22nd Century Group will be the featured guest, along with other members of management, on Tuesday, September 30th at 11:00 AM (EDT), for the latest installation of the Wells Fargo Securities “Tobacco Talk” conference-call series.

Designed to provide the investment community with access to some of the top experts in the tobacco industry, the hour-long conference call is expected to reach hundreds of participants from the media, investment sector, and tobacco industry. Wells Fargo Managing Director and Senior Tobacco Analyst, Bonnie Herzog, will moderate the talk. Interested parties are invited to dial-in to join the call; (888) 713-4382 for domestic callers or (706) 679-1220 for international callers. The passcode is 97448081.

The session will be a question and answer format discussing (i) the Company’s development initiatives around consumer-acceptable potential modified risk (reduced risk) tobacco products, (ii) the significance of 22nd Century becoming a signatory of the U.S. tobacco Master Settlement Agreement (MSA), through its acquisition of NASCO Products, LLC, relating to the Company’s super-premium commercial brands, (iii) 22nd Century’s joint venture opportunities, and (iv) other topics.

Joseph Pandolfino stated, “We believe 22nd Century’s achievements in biotechnology may ultimately facilitate a paradigm shift in the tobacco industry. We are thrilled to have the opportunity – through the Wells Fargo *Tobacco Talk* – to highlight for the investment community how our proprietary technology enables compelling reduced-risk product strategies.”

Separately, 22nd Century announced that the Company has launched a new corporate website, www.xxiicentury.com, to showcase its proprietary technology and highly differentiated products. In addition to featuring the one-of-a-kind tobacco products made possible by the Company’s 129 issued patents, the new website highlights that 22nd Century has entered the cannabis industry through investment and licensing deals with Anandia Laboratories Inc. of Vancouver, Canada. As previously reported, and as explained on the 22nd Century website, the Company’s entry into the cannabis space makes 22nd Century the first and only publicly-traded company focused on both tobacco and cannabis.

About 22nd Century Group, Inc .

22nd Century is a plant biotechnology company whose proprietary technology through genetic engineering and plant breeding allows (i) the level of nicotine (and other nicotinic alkaloids) in the tobacco plant to be decreased or increased and (ii) the levels of cannabinoids to be decreased or increased, in addition to the cannabinoid profile being tailored. 22nd Century owns or is the exclusive licensee of 129 issued patents in 78 countries plus an additional 51 pending patent applications, and 22nd Century has co-exclusive rights to another 16 patent applications. Goodrich Tobacco is focused on commercial tobacco products and potential less harmful cigarettes. Botanical Genetics is focused on novel, cannabis plant varieties and cannabis-based products for human health, well-being and nutrition, in addition to industrial products refined from cannabis. Hercules Pharmaceuticals is focused on X-22, a prescription smoking cessation aid in development.

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, 2013, filed on January 30, 2014, 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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Source: 22nd Century Group, Inc.