



May 28, 2015

22nd Century Announces Launch of “0.0 mg Nicotine” MAGIC Cigarettes in the United Kingdom

Desires Approval to Label and Launch “Nicotine-Free” Cigarettes in the U.S.

CLARENCE, N.Y.--(BUSINESS WIRE)-- 22nd Century Group, Inc. (NYSE MKT: [XXII](#)), a leader in tobacco harm reduction, today announced the launch of MAGIC cigarettes in more than 150 U.K. specialty tobacco shops across England, Wales, and Scotland. Starting June 15, 2015, MAGIC 0, the world’s only “0.0mg nicotine” tobacco cigarette, will be available to U.K. consumers.

Featuring an authentic, natural tobacco taste, MAGIC 0 cigarettes are made with the world’s lowest nicotine tobacco. Without any artificial extraction or chemical processes, 22nd Century has developed the novel technology which makes possible very low nicotine tobacco. The proprietary tobacco used in MAGIC cigarettes is grown on independently-owned farms in the United States and results in an extraordinary cigarette with all of the taste of a conventional cigarette, but MAGIC 0 yields only 0.04 mg of nicotine per cigarette – 95% less nicotine than conventional cigarettes. No other company can grow tobacco with such low nicotine content.

In accordance with European regulations which require cigarette manufacturers to list the nicotine yield directly on each pack of cigarettes and to round the yield to the nearest 1/10 place, MAGIC 0 packs prominently feature the words: “0.0 mg nicotine.” MAGIC 2 packs read “0.2 mg nicotine.” 22nd Century is proud to make these disclosures and believes all tobacco companies should be required by the FDA to make similar disclosures for cigarettes sold in the United States.

“The public health implications of a virtually nicotine-free tobacco cigarette are enormous and 22nd Century is proud to be in a position to bring such an important product to market,” explained Henry Sicignano III, President and Chief Executive Officer. “I hope someday soon 22nd Century will be allowed to bring a similar product – properly labelled as a very low nicotine cigarette – to consumers in the United States.”

TOR Imports, the distributor for MAGIC cigarettes in the U.K., has taken pre-orders for MAGIC brand cigarettes at more than 150 tobacconists and expects to place MAGIC in over 300 tobacconists by the end of the summer. Targeting tobacconists in the U.K. is critical to the successful launch of a new cigarette brand. Unlike conventional grocers, tobacconists in the U.K. are permitted to display cigarette advertising and packaging directly to consumers.

Mr. Scott Vines, owner of TOR Imports explained, “**MAGIC, 0.0 mg nicotine cigarettes**... That says it all! TOR Imports is placing MAGIC cigarettes in nearly 100% of the specialty tobacco stores across the U.K. We are very excited to be able to offer U.K. smokers the unprecedented choice of smoking nicotine-free tobacco cigarettes!”

The April launch of MAGIC cigarettes in Spain, and now their introduction in the U.K., highlights 22nd Century’s plans for rapid introduction of MAGIC brand cigarettes across Europe. By autumn, the Company expects to secure MAGIC distribution in at least four more European countries.

About 22nd Century Group, Inc.

22nd Century Group is a plant biotechnology company focused on technology which allows it to increase or decrease the level of nicotine in tobacco plants through genetic engineering and plant breeding. The Company’s mission is to reduce the harm caused by smoking. 22nd Century owns or exclusively controls 128 issued patents and 52 pending patent applications in 96 countries. The Company’s strong IP position led to a licensing agreement with British American Tobacco (“BAT”), the world’s second largest tobacco company. Visit www.xxiicentury.com for more information.

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 year ended December 31, 2014, filed on February 6, 2015, 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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