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## 22nd Century Featured on the Cover of Tobacco International Magazine

### Company's Disruptive Technology is the Foundation of its Harm Reduction Strategy

CLARENCE, N.Y.--(BUSINESS WIRE)-- 22nd Century Group, Inc. (NYSE MKT: [XXII](#)), a plant biotechnology company that is a leader in tobacco harm reduction, announced today that 22nd Century is the featured cover story of the newest issue of *Tobacco International* magazine (see [www.tobaccointernational.com](http://www.tobaccointernational.com)). In a feature story entitled, "*The Turn of the XXII Century Group*," Murdoch McBride, Editor-in Chief of *Tobacco International*, interviews 22nd Century Group Chief Executive Officer, Henry Sicignano III, to explore the Company's technology, ambitions, and important mission.

In the cover article, McBride remarks: "Under CEO Henry Sicignano III, we are now seeing something of a turn of the century, with XXII transitioning from an early R&D [only] focus to the commercialization of its proprietary technology..." 22nd Century remains, at its core, an innovative biotechnology company that is aggressively pursuing the application of its game-changing technology to reduce the harm caused by smoking. McBride calls this disruptive mission a "bold endeavor" and then poses probing questions throughout the interview, both to understand the spirited biotechnology company and to determine what the future may hold for 22nd Century's remarkable technology.

When asked about 22nd Century's near term and longer term goals, Sicignano sums up the Company's activities succinctly:

*"1. Secure an FDA marketing order for BRAND A, Very Low Nicotine reduced exposure cigarettes in the United States; 2. Announce a strategic partner for Phase III clinical trials in support of X-22, the Company's smoking cessation product; and 3. Grow sales and profits for 22nd Century. Well within the next five years, the Company also plans to 1. Launch BRAND A in the United States; 2. Submit a Modified Risk Tobacco Product application to the FDA for BRAND B, low tar-to-nicotine ratio cigarettes; 3. Apply for FDA approval for X-22... and launch X-22 in the United States; and 4. Introduce 22nd Century's proprietary tobacco products in Asia. Achieving any one or more of these important goals will transform 22nd Century into a true industry leader as it helps millions of people around the world reduce the harm caused by smoking."*

Later in the interview, McBride moves the discussion from tobacco science to cannabis technology, noting that "though cannabis is outside *Tobacco International's* purview, 22nd Century holds the exclusive license in the U.S. for the technology to increase or decrease levels of cannabinoids in the cannabis plant." On this topic, McBride asks, "[Has] the cannabis genome been fully mapped and how important an area of interest [is] cannabis... for XXII?"

Sicignano responds: "The cannabis genome is sequenced, though the sequencing does appear to have gaps.... [22nd Century] intends to be the world leader in cannabis research through its ongoing research partnership with Anandia Laboratories in Canada." Sicignano adds: "Dr. [Paul] Rushton [the Company's Vice President of Plant Biotechnology] will work to ensure that 22nd Century is one of the world's foremost leaders in sponsored research on the cannabis plant with the objectives of producing low/no THC strains for use in hemp production and high CBD strains for use in the medical marijuana markets."

McBride concludes the interview by asking Sicignano about the many regulatory hurdles faced by 22nd Century. In answering this question, Sicignano again asserts 22nd Century's determination to achieve the Company's important harm reduction mission: "While successfully navigating regulatory issues does impact 22nd Century greatly, the Company is not simply following the path of least resistance... Instead, 22nd Century seeks to introduce its products [and technology] where they will accomplish the most good..."

**About 22nd Century Group, Inc.**

22nd Century is a plant biotechnology company focused on technology which allows it to increase or decrease the level of nicotine in tobacco plants and the level of cannabinoids in cannabis plants through genetic engineering and plant breeding. The Company's primary mission is to reduce the harm caused by smoking. 22nd Century currently owns or exclusively controls more than 200 issued patents and more than 50 pending patent applications around the world. 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.xxiiicentury.com](http://www.xxiiicentury.com), [www.magiccigarettes.com](http://www.magiccigarettes.com), or [www.redsuncigarettes.com](http://www.redsuncigarettes.com) for more information.

### **About Tobacco International**

Founded in 1886, Tobacco International is the tobacco industry's leading trade journal for tobacco product manufacturers and the leaf trade. It provides readers with the cutting-edge tobacco-related news coverage and reaches more than 11,000 subscribers (the most of any tobacco industry publication), including top-level industry members worldwide. Visit [www.tobaccointernational.com](http://www.tobaccointernational.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, including but not limited to our future revenue expectations. 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, 2015, filed on February 18, 2016, 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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