



December 2, 2013

## **22nd Century Group, Inc. CEO to Webcast, Live, at RetailInvestorConferences.com on December 5th**

### **Company invites Main Street, analysts and Wall Street investors to attend interactive real-time virtual conference**

NEW YORK, Dec. 2, 2013 /PRNewswire/ -- 22nd Century Group, Inc. (OTCBB: XXII) today announced that Joseph Pandolfino, Chief Executive Officer, and Henry Sicignano III, President, will present at RetailInvestorConferences.com.

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| DATE: | December 5, 2013  |
| TIME: | 1:15 PM EST   |
| LINK: | <a href="http://www.retailinvestorconferences.com">www.retailinvestorconferences.com</a> click on the red "register / watch event now" button |

This will be a live, interactive online event where investors are invited to ask the company questions in real-time - both in the presentation hall as well as the company's "virtual trade booth." If attendees are not able to join the event live on the day of the conference, an on-demand archive will be available for 90 days.

The Retail Investor Conferences event is part of the Virtual Investor Conference Series co-hosted by MUNCmedia, Better Investing (NAIC) and PR Newswire. Individual investors, institutional investors, financial advisors and financial analysts are invited to attend.

It is recommended that investors pre-register to save time and receive event updates.

#### **About 22nd Century Group:**

22nd Century Group, Inc. (OTCBB: XXII) is a plant biotechnology company whose proprietary technology allows for the levels of nicotine and other nicotinic alkaloids (e.g., nornicotine, anatabine and anabasine) in the tobacco plant to be decreased or increased through genetic engineering and plant breeding. 22nd Century owns or is the exclusive licensee of 114 issued patents in 78 countries plus an additional 36 pending patent applications.

Goodrich Tobacco Company, LLC and Hercules Pharmaceuticals, LLC are wholly-owned subsidiaries of 22nd Century. Goodrich Tobacco is focused on commercial tobacco products and potential modified risk cigarettes. Hercules Pharmaceuticals is focused on X-22, a prescription smoking cessation aid in development.

[www.xxiicentury.com](http://www.xxiicentury.com)

#### **About RetailInvestorConferences.com:**

Since 2010, RetailInvestorConferences.com is the world's largest monthly virtual investor conference series that provides an interactive forum for presenting companies to meet directly with retail investors using a graphically-enhanced online platform.

Designed to replicate the look and feel of location-based investor conferences, Retail Investor Conferences unites leading-edge online conferencing by PR Newswire with the investor communications capabilities of [MUNCmedia's digital public relations](#), content marketing and audience development services and BetterInvesting's extensive

retail investor audience network.

SOURCE 22nd Century Group, Inc.