



**22nd Century Group, Inc.**

April 27, 2015

## **22nd Century Group CEO to Appear on Fox Business Network**

### ***Segment Covers the Launch of MAGIC 0.0 mg Nicotine Cigarettes in Europe***

CLARENCE, N.Y.--(BUSINESS WIRE)-- 22nd Century Group, Inc. (NYSE MKT:[XXII](#)), a leader in very low nicotine tobacco technology and tobacco harm reduction, today announced that Stuart Varney of Fox Business' "Varney & Co" will conduct a live interview with 22nd Century's President and Chief Executive Officer, Henry Sicignano III, on Tuesday, April 28, 2015 at 12:50 pm EST. Mr. Sicignano will discuss the Company's successful launch in Europe of MAGIC 0, its 0.0 mg nicotine cigarette, in addition to the Company's important patent portfolio and its rapidly growing distribution network for RED SUN, the Company's super-premium cigarette brand available in the United States.

MAGIC 0 cigarettes are the world's only 0.0 mg nicotine tobacco cigarettes. This extraordinary new product is currently available to consumers at approximately 900 state-licensed tobacco retailers in Spain and will soon be launched in several other European countries. Designed to appeal to discriminating consumers and positioned to compete with premium cigarette brands, MAGIC 0 yields only 0.04 mg nicotine per cigarette – 95% less nicotine than conventional cigarette brands – which, pursuant to European Union regulations, is rounded to the nearest one-tenth, thereby resulting in MAGIC 0 tobacco cigarettes being labeled as having 0.0 mg nicotine per cigarette.

Professor David Swenor, Adjunct Professor of Law at the University of Ottawa and a leading public health advocate, explained on this past Saturday, April 25th, in his keynote address at the Company's annual shareholder meeting that 22nd Century enjoys the almost unprecedented opportunity "to do well for the Company and its shareholders... by doing good for smokers" by breaking the connection between smoking and the delivery of nicotine through its proprietary very low nicotine tobacco.

22nd Century Group boasts a very strong intellectual property portfolio and is focused on technology that allows the Company to increase or decrease the level of nicotine in tobacco plants through genetic engineering and plant breeding. Annual worldwide tobacco product sales, mostly of cigarettes, are approximately \$800 billion. The smoking cessation market is estimated at \$1 billion in the U.S. and \$3+ billion globally and is forecast to grow to approximately \$5 billion by 2020. With the corporate mission of "*reducing the harm caused by smoking*," 22nd Century Group has a long-term focus on licensing, manufacturing and selling its very unique and proprietary tobacco and innovative cigarettes.

Varney & Co. with Stuart Varney programming details are as follows:

Date: Tuesday, April 28, 2015

Start Time: 12:50 pm EST

Live TV: Fox Business Network

### **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 plus an additional 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](http://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 fiscal year ended December 31, 2014, filed on February 5, 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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