



September 24, 2015

## 22nd Century Presents Potential Reduced Exposure Tobacco Cigarettes at National Tobacco Science Research Conference

CLARENCE, N.Y.--(BUSINESS WIRE)-- 22nd Century Group, Inc. (NYSE MKT:[XXII](#)), a leader in tobacco harm reduction, announced that on Monday, September 21, 2015, Dr. Michael Moynihan, the Company's Vice President of Research & Development, made a presentation and served on a panel of industry experts to discuss 22nd Century Group's proprietary Very Low Nicotine cigarettes and the Company's novel Low Tar-to-Nicotine Ratio cigarettes at the 69th Tobacco Science Research Conference (TSRC) held in Naples, Florida.

Titled "*Very Low Nicotine Cigarettes and Low Tar-to-Nicotine Cigarettes as Potential Reduced Exposure Tobacco Products*," Dr. Moynihan's presentation explained that because of the wide acceptance by current smokers (as demonstrated in numerous clinical trials), Very Low Nicotine tobacco cigarettes and Low Tar-to-Nicotine Ratio tobacco cigarettes show great promise in substantially reducing total smoke exposure for smokers in the United States and around the world.

The Company is preparing its "BRAND A" cigarettes containing 22nd Century's proprietary Very Low Nicotine tobacco for submission to the U.S. Food and Drug Administration (FDA) as a reduced exposure tobacco product. Exclusively made from 22nd Century's proprietary tobacco, "BRAND A" contains approximately 95% less nicotine than tobacco in leading U.S. cigarette brands. In a recently completed independent trial of 840 subjects (CENIC NCT01681875), smokers were provided over a six week period with their usual brand or with one of six experimental cigarettes with different nicotine content that were all produced by the Company. Smokers provided with cigarettes containing our proprietary Very Low Nicotine tobacco not only reduced their nicotine intake, but consumed fewer cigarettes per day than those smokers who were provided with their usual brand cigarettes. The Very Low Nicotine cigarette smokers had lower scores on several measures of nicotine dependence and reported more quit attempts during follow-up.

In 2016, the Company also plans to submit a Modified Risk Tobacco Product application to the FDA for the Company's "BRAND B," the worlds' Lowest Tar-to-Nicotine Ratio tobacco cigarette. Unlike "low tar" brands in the U.S. market (previously labeled as such before this descriptor was banned by the FDA), the nicotine yield of "BRAND B" is similar to popular full-flavor brands. Studies of smokers using Low Tar-to-Nicotine Ratio cigarettes have demonstrated that smoking behavior changes and the dose of smoke, including "tar," inhaled by the smoker is significantly reduced as compared to the smoke inhaled with conventional cigarettes. Specifically, compensatory smoking (e.g., more and/or larger puffs per cigarette) is greatly curtailed in Low Tar-to-Nicotine cigarettes.

"We are pleased that scientists, public health officials, and even our peers in the tobacco industry are beginning to recognize that 22nd Century's technology represents a true paradigm shift in the combustible tobacco products market," said Henry Sicignano, III, President and Chief Executive Officer of 22nd Century Group. "Without "additive-free" implied health claims, gimmicky filters, or any other scientifically questionable technology, we plan to introduce to the US market two extraordinary and proprietary combustible cigarettes that are irrefutably reduced exposure products. Consumers deserve such important options."

### 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 currently owns or exclusively controls more than 185 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.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 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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