



FDA TOBACCO PRODUCTS SCIENTIFIC ADVISORY COMMITTEE **ADVANCES MODIFIED RISK CLAIM**

RICHMOND, Va. (February 7, 2019) – Today, a Food and Drug Administration (FDA) scientific advisory committee overwhelmingly concluded that U.S. Smokeless Tobacco Company’s (USSTC) proposed modified risk claim – “IF YOU SMOKE, CONSIDER THIS: Switching completely to this product from cigarettes reduces risk of lung cancer” – for *Copenhagen® Snuff Fine Cut* is scientifically accurate.

Following a hearing on February 6 and 7 at which USSTC presented extensive scientific evidence, eight members of the Tobacco Products Scientific Advisory Committee (TPSAC) voted that the scientific evidence supported the proposed claim and one member abstained.

“This is an important step for tobacco harm reduction,” said Joe Murillo, Senior Vice President of Regulatory Affairs for Altria Client Services. “It is critical that adult smokers have accurate information that will help them switch to non-combustible tobacco products.”

TPSAC recommendations and votes are non-binding, and the FDA will continue reviewing this MRTP application. The FDA’s decision takes into account the body of scientific evidence and comments, data, and information submitted by qualified third-parties.

Copenhagen® Snuff Fine Cut is a moist smokeless tobacco product made by U.S. Smokeless Tobacco Company, Altria Group, Inc.’s smokeless tobacco business.

Altria's Profile

Altria’s wholly-owned subsidiaries include Philip Morris USA Inc. (PM USA), U.S. Smokeless Tobacco Company LLC (USSTC), John Middleton Co. (Middleton), Sherman Group Holdings, LLC and its subsidiaries (Nat Sherman), Ste. Michelle Wine Estates Ltd. (Ste. Michelle) and Philip Morris Capital Corporation (PMCC). Altria holds an equity investment in Anheuser-Busch InBev SA/NV (AB InBev) and JUUL Labs, Inc. (JUUL).

The brand portfolios of Altria’s tobacco operating companies include *Marlboro®*, *Black & Mild®*, *Copenhagen®* and *Skoal®*. Ste. Michelle produces and markets premium wines sold under various labels, including *Chateau Ste. Michelle®*, *Columbia Crest®*, *14 Hands®* and *Stag’s Leap Wine Cellars™*, and it imports and markets *Antinori®*, *Champagne Nicolas Feuillatte™*, *Torres®* and *Villa Maria Estate™* products in the

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More information about Altria is available at altria.com and on the Altria Investor app, or follow us on Twitter, Facebook and LinkedIn.

Source: Altria Group, Inc.

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