



Altria Submits Premarket Applications for *on!*® Nicotine Pouches

RICHMOND, Va. (May 15, 2020) – Altria Client Services submitted premarket tobacco product applications to the Food and Drug Administration (FDA) for 35 *on!*® products on behalf of Helix Innovations LLC, an Altria joint venture responsible for manufacturing and selling *on!*® nicotine pouches globally.

on!® products, in seven flavors and five nicotine levels, offer the broadest portfolio of choices in the fast-growing nicotine pouch category for adult tobacco consumers seeking alternatives to traditional tobacco products.

“*on!*® nicotine pouches are a key part of our vision to responsibly lead the transition of adult smokers to a non-combustible future,” said Paige Magness, Senior Vice President, Regulatory Affairs for Altria Client Services. “We believe the supporting science is strong and are committed to working with the Agency on these important product submissions.”

FDA will now undertake an administrative review to determine whether to accept the applications.

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 owns an 80% interest in Helix Innovations LLC (Helix). Altria holds equity investments in AnheuserBusch InBev SA/NV (ABI), JUUL Labs, Inc. (JUUL) and Cronos Group Inc. (Cronos).

The brand portfolios of Altria’s tobacco operating companies include Marlboro®, Black & Mild®, Copenhagen®, Skoal® and *on!*®. Ste. Michelle produces and markets premium wines sold under various labels, including Chateau Ste. Michelle®, 14 Hands® and Stag’s Leap Wine Cellars™, and it imports and markets Antinori®, Champagne Nicolas Feuillatte™ and Villa Maria Estate™ products in the United States. Trademarks and service marks related to Altria referenced in this release are the property of Altria or its subsidiaries or are used with permission.

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

Source: Altria Group, Inc.

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