

R.J. Reynolds Tobacco USA

A division of
R.J. Reynolds Tobacco Co.

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WINSTON-SALEM, N.C. -- A side-by-side comparison of the Vantage Excel 100s and the best-selling lights 100s cigarette shows that Vantage Excel 100s achieves a significant reduction in lit-end smoke. Vantage Excel 100s, a new low-"tar" cigarette, will be test marketed by R.J. Reynolds Tobacco USA in Arkansas and portions of Michigan and Louisiana beginning in late January.

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