ReynoldsAmerican

Reynolds American Inc. Dividend Reinvestment and Share Purchase Plan Authorization Form

To help the government fight the funding of terrorism and money laundering activities, Federal law requires all financial institutions to obtain, verify, and record information that identifies each person who opens an account. What this means for you: When you complete an enrollment application, we will ask for your name, address, date of birth, and other information that will allow us to identify you. Please be aware that we will verify the information you provide and may also ask for copies of your driver's license or other identifying documents.

Name: _____

Address: _____

_____

_____

Date of Birth _____ / _____ / _____
month day year

Taxpayer I.D. No.: _____

PARTICIPATION ELECTION

☐ Full Dividend Reinvestment

☐ Partial Dividend Reinvestment (If selected indicate number of shares here: _____)

* There is a one share account total requirement to participate in the Plan.

DEPOSIT ELECTION

☐ Check here if you wish to deposit your certificate shares in the Plan. Also see Plan brochure for instructions.

Total Shares _____

If you are submitting an Optional Cash Payment with this form: (Complete Below)

Please indicate the amount and enclose a check in U.S. dollars made payable to The Bank of New York.

Amount enclosed $ _____

(Check amount MUST be a minimum of $50.00 and not to exceed $120,000 per calendar year.)

_____

ALL SIGNATURE(S) MUST BE EXACTLY AS NAME(S) APPEAR(S) AS INDICATED DATE

Please complete, sign and return form to: The Bank of New York
P.O. Box 1958
Newark, NJ 07101-7924

Please do not return this form unless you wish to participate in the Plan.

Completion of this form appoints The Bank of New York your agent and directs them to apply your cash dividends and any optional cash payments you may make in accordance with the option you have selected.

A. Full Dividend Reinvestment – This option directs Reynolds American Inc. to pay to The Bank of New York for reinvestment in additional shares of common stock all cash dividends on all shares of common stock now or hereafter registered in your name, as well as cash dividends on all shares credited to your account under the Plan. You may also make optional cash investments for the purchase of additional shares (see C. below for amounts).

B. Partial Dividend Reinvestment – This option directs Reynolds American Inc. to pay to The Bank of New York for reinvestment in additional shares of common stock all cash dividends on the number of shares of common stock registered in your name which is indicated on this form. (For example, if you own 500 shares, and you want to apply the dividends of 200 shares to purchase additional shares, check off the "Partial Dividend Reinvestment" box and fill in "200" on the blank line. A check for the dividends on the remaining 300 shares will continue to be mailed to you.) In addition, cash dividends on all shares credited to your account under the Plan will be reinvested in additional shares. You may also make optional cash investments for the purchase of additional shares (see C. below for amounts).

C. Optional Cash Purchases – This option permits you to make optional cash investments for the purchase of additional shares, even though you have not elected to reinvest any dividends. Each payment must be at least $50.00 and the total of all investments in any calendar year may not exceed $120,000. Cash dividends on all shares credited to your account under the Plan will be reinvested in additional shares. If you enclose a check or money order, please make it payable to The Bank of New York, in U.S. dollars.

Your participation is subject to the terms of the Plan as set forth in the prospectus which accompanies this form. You may withdraw or change your election by notifying The Bank of New York in writing.

If you have any questions, please call The Bank of New York, 1-877-679-5701.