



July 19, 2011

TO ALL RETAIL CUSTOMERS:

We are advising you that Lorillard, out of an abundance of caution, is implementing a voluntary recall at retail of Newport Non-Menthol cigarettes manufactured on 6/29/2011 and 6/30/2011. A consumer press release is attached explaining the cause for the recall.

Importantly, all public distributing warehouses and our direct buying customers have already segregated this product and therefore, any future shipments you receive have no issue.

We are however now asking for your assistance in identifying any involved Newport Non-Menthol product that may have reached your retail outlet.

The involved product has the lot code information listed below:

	Newport Non-Menthol Box 80's	Newport Non-Menthol Box 100's
Carton	1 O 29 750	1 O 29 440
(On Carton Ends)	1 O 30 750	1 O 30 440
Pack	1 O 29 750	1 O 29 440
(Bottom of Pack)	1 O 30 750	1 O 30 440

Should you identify any Newport Non-Menthol product in your retail outlet with the involved lot codes please hold them separately from your other Newport Non-Menthol products and arrange to have them returned to your wholesale supplier. We have authorized your wholesale supplier to accept returns of Newport Non-Menthol with the above lot codes.

Also, if any of your customers have purchased any Newport Non-Menthol product with the above lot codes and returned them to you please provide them with a full refund of the purchase price and return the product to your wholesale supplier.

Should your customers have any questions regarding this recall they should contact the Lorillard Call Center at 1-800-950-1888, press option #3. Should you have any questions, contact your local Lorillard Representative.

No other Lorillard products are affected, including Newport Menthol.

We thank you for your assistance with regard to this matter and sincerely apologize for any inconvenience this situation has caused you and your customers.

LORILLARD TOBACCO COMPANY

Contact: Gregg Perry
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Lorillard Voluntarily Recalls Certain Packages of Newport Non-Menthol Cigarettes

GREENSBORO, N.C., July 19, 2011 -- Lorillard, Inc. (NYSE: LO), the third largest manufacturer of cigarettes in the United States, today announced that it is voluntarily implementing a precautionary recall of certain Newport Non-Menthol cigarettes.

The company is initiating the recall out of an abundance of caution following its discovery that there is the possibility that some Newport Non-Menthol cigarettes manufactured June 29 and 30, 2011, could contain small pieces of plastic. The company sought and received guidance from the Food and Drug Administration upon discovering the foreign substance.

At this point, no plastic has been found in any of the cigarettes. If burned, the plastic may create discomfort or irritation of the respiratory tract. The recall is limited to products distributed with the following code numbers, which are located on the bottom of the pack:

Newport Non-Menthol Box 80's
1-O-29-750
1-O-30-750

Newport Non-Menthol Box 100's
1-O-29-440
1-O-30-440

Consumers who have purchased a Newport Non-Menthol pack or carton with the above code number should return it to the store for a full refund of the purchase price. We invite consumers with questions to contact the Lorillard Call Center at 1-800-950-1888, press option #3.

No other Lorillard products are affected, including Newport Menthol and other brands.

About Lorillard, Inc.

Lorillard, Inc. (NYSE: LO), through its Lorillard Tobacco Company subsidiary, is the third largest manufacturer of cigarettes in the United States. Founded in 1760, Lorillard is the oldest continuously operating tobacco company in the U.S. Newport, Lorillard's flagship menthol-flavored premium cigarette brand, is the top selling menthol and second largest selling cigarette in the U.S. In addition to Newport, the Lorillard product line has four additional brand families marketed under the Kent, True, Maverick, and Old Gold brand names. These five brands include 43 different product offerings which vary in price, taste, flavor, length and packaging. Lorillard maintains its headquarters and manufactures all of its products in Greensboro, North Carolina.

Forward-Looking Statements

Certain statements made in this press release are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, or the Reform Act. Forward-looking statements include, without limitation, any statement that may project, indicate or imply future results, events, performance or achievements, and may contain the words "expect," "intend," "plan," "anticipate," "estimate," "believe," "may," "will be," "will continue," "will likely result" and similar expressions. In addition, any statement that may be provided by management concerning future financial performance (including future revenues, earnings or growth rates), ongoing business strategies or prospects and possible actions by Lorillard, Inc. are also forward-looking statements as defined by the Reform Act.

Forward-looking statements are based on current expectations and projections about future events and are inherently subject to a variety of risks and uncertainties, many of which are beyond our control, that could cause actual results to differ materially from those anticipated or projected. Information describing factors that could cause actual results to differ materially from those in forward-looking statements is available in Lorillard, Inc.'s filings with the Securities and Exchange Commission (the "SEC"), including but not limited to, our Annual Report on Form 10-K and Quarterly Reports on Form 10-Q. These filings are available from the SEC over the Internet or in hard copy, and are available on our website at www.lorillard.com. Forward-looking statements speak only as of the time they are made, and we expressly disclaim any obligation or undertaking to update these statements to reflect any change in expectations or beliefs or any change in events, conditions or circumstances on which any forward-looking statement is based.

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