

# ReynoldsAmerican

David M. Powers  
Vice President  
State Government Relations  
336-741-2754  
336-741-4401 Fax

March 12, 2010

Dear Chairman and Members of the Committee:

On behalf of Reynolds American Inc. and its operating subsidiaries, R. J. Reynolds Tobacco Company, the American Snuff Company, and Santa Fe Natural Tobacco Company, our clients, we are submitting the testimony below in support of Bill 5449, which eliminates self-service display of tobacco products in retail outlets.

The primary objective of a ban on self-service displays is to make all tobacco products – including cigarettes, cigars and smokeless tobacco products – inaccessible to the public except through the assistance of a store clerk.

Such a ban on self-service displays would discourage youth access to tobacco products by reducing opportunities for shoplifting.

In addition, self-service display bans would promote greater interaction between clerks and customers, which should enhance proper age verification at the point of purchase.

Lastly, a ban on self-service displays will harmonize state law with federal regulations, while providing for state oversight and enforcement.

If we can be of any additional assistance, please let me know.

Thank you for the opportunity to comment on this important issue.

Sincerely yours,

