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For Immediate Release

U.S. Tobacco Cooperative Hires Industry Veteran as Director of Leaf Quality

Raleigh, NC - U.S. Tobacco Cooperative Inc. (USTC), today announced the addition of Declan Curran in a newly created position of Director of Leaf Quality. Mr. Curran is a tobacco industry veteran and joins USTC from Phillip Morris International where he was the Manager of Processing and Quality.

"I am excited to join the USTC family. USTC is a new, progressive organization that is shedding old notions of "stabilization" and moving forward as a premier supplier of U.S. leaf to the tobacco industry," says Curran.

"Declan has deep experience and understands leaf processing and quality. His responsibilities will include evaluation of our current leaf operations from the time of acquisition through shipment, improving product value, reducing green conversion costs and overseeing the SRTP program (Social Responsibility in Tobacco Production). We are very pleased to have Declan join USTC and add to the strength of our evolving organization" said U.S. Tobacco Cooperative Chief Executive Officer Stuart Thompson. "Declan has a proven track record of improving processes, product quality and is the ideal candidate to help USTC grow and return patronage value to our growers," says Thompson.

Curran joins USTC from Phillip Morris International where he was the Manager of Processing and Quality since 2006. He joined Phillip Morris USA/Altria in 1999 as the Supplier Processing Manager. Prior to his position with Phillip Morris USA/Altria, Curran was the Customer Manufacturing Support & Quality Systems Manager with DIMON International.

About U.S. Tobacco Cooperative Inc.

U.S. Tobacco Cooperative Inc. (USTC) is a grower owned flue-cured tobacco producing and marketing Cooperative located in Raleigh, North Carolina. The Cooperative contracts growers in Florida, Georgia, South Carolina, North Carolina, and Virginia; purchasing, processing and marketing its members' crops to the tobacco industry worldwide. USTC also produces consumer products for the U.S. market under the brand names of Wildhorse, 1839, Shield, 1st Class, Ultra Buy and Traffic.