



Date: November 15, 2024

To: Massachusetts Retail & Direct Buying Customers

Subject: Newport Non-Menthol Blend on Massachusetts Tobacco Directory

Overview:

Massachusetts (MA) requires manufacturers to certify their products that are marketed in MA are not flavored tobacco products and do not have a characterizing flavor as defined in 105 CMR 665.005. R.J. Reynolds Tobacco Company ("RJRT") has provided the required certification letter, which sets out the list of its products that are legal to be sold in the state of MA, including the new product launches detailed below.

Newport New Product Introduction Listed on MA Tobacco Directory:

- Newport is introducing two (2) new styles in MA on January 13, 2025: Newport Non-Menthol Blend Box and Newport Non-Menthol Blend 100 Box.
- The design of the Newport Non-Menthol Blend packs differs from the previous Newport Non-Menthol Green packs that were discontinued in June 2024, by including a **Rewards** cellophane wrap (see below) and the word "Blend" on the box top and carton sides.
- **These new styles, described and pictured below, are not flavored tobacco products and do not have a characterizing flavor as defined by 105 CMR 665.005, and therefore are not prohibited by the tobacco flavor ban in Massachusetts.**

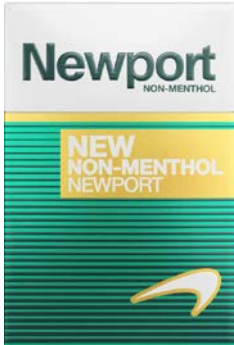
Style	Pack UPC	Carton UPC	Link to MA Tobacco Directory
Newport Non-Menthol Blend Box	0 26100 12016 5	0 26100 12015 8	Massachusetts Tobacco Directory
Newport Non-Menthol Blend Box 100	0 26100 12022 6	0 26100 12021 9	



The Newport Product Style Identification Guide below provides additional product identification details to differentiate the new Newport Non-Menthol Blend products.

Newport Product Style Identification Guide

For use in identifying Newport Non-Menthol Blend in the state of MA

	DISCONTINUED	ON MASSACHUSETTS DIRECTORY
	Newport Non-Menthol Green	Newport Non-Menthol Blend
UPC Information	NMG Box Pack	0 26100 91141 1
	NMG Box Ctn	0 26100 91142 8
	NMG Box 100 Pack	0 26100 91150 3
	NMG Box 100 Ctn	0 26100 91151 0
Status in Massachusetts	Newport NM Green discontinued in MA in June of 2024.	Launches in January of 2025, is listed on the Massachusetts Tobacco Directory, and is unflavored as defined by 105 CMR 665.005.
Pack Characteristics		
		
		
Carton Characteristics		

Newport NM Blend will launch with the Rewards cellophane with a distinctive color and design scheme on the outside of the pack

Newport NM Blend has the **Rewards QR code** on the top right pack corner

Newport NM Blend has the word **Blend** on the pack tops.

Newport NM Blend has the word **Blend** on the carton sides.

REYNOLDS MARKETING SERVICES COMPANY (a subsidiary of Reynolds American Inc. that provides marketing agreements, programs, and services on behalf of R.J. Reynolds Tobacco Company, American Snuff Company, LLC, Santa Fe Natural Tobacco Company, Inc., R.J. Reynolds Vapor Company, and Modoral Brands Inc.)