**Former U.S. Surgeon General Dr. Richard Carmona Joins NJOY Electronic Cigarettes’ Board of Directors**

**Dr. Carmona Highly Regarded for His Research and Recommendations on Minimizing the Effects of Second-Hand Smoke**

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NJOY, America’s number one electronic cigarette company, today announced that Dr. Richard Carmona, M.D., M.P.H., FACS, has been appointed a member of NJOY's Board of Directors and Chair of the Scientific Advisory Committee. Dr. Carmona was nominated by the President of the United States and confirmed unanimously by the U.S. Senate as the 17th Surgeon General of the United States, serving from 2002-2006. Dr. Carmona will provide strategic counsel to the company on public health and regulatory issues and spearhead NJOY’s research on the harm reduction potential of electronic cigarettes.

As one of the nation's leading public health experts, Dr. Carmona is well positioned to support this effort. Dr. Carmona comes to NJOY with a wealth of knowledge on the harmful effects of second-hand tobacco smoke, as outlined in his landmark 2006 Surgeon General's Report on the health effects of exposure to environmental tobacco smoke.

NJOY is committed to working with regulators and the medical community to advance research and scientific understanding of the electronic cigarette category.

“Dr. Carmona is an important addition to NJOY’s Board and we are pleased that he has agreed to serve in this valuable role for our company,” said Craig Weiss, Chief Executive Officer of NJOY. “His expertise will be critical as we look to enhance our efforts to ensure cohesive and effective regulation in the category and raise awareness about e-cigarettes as a viable alternative for adult tobacco consumers. At NJOY, we are proud to be a leader in this process and believe our products have the potential to render traditional cigarettes obsolete.”

“NJOY is a clear and responsible leader in the growing and important electronic cigarette industry and I have been impressed with their commitment to science. They have a clear vision of the importance that ongoing scientific dialogue and research will play in shaping the regulatory and public health landscape today and in the future,” said Dr. Carmona. “I believe that it is essential that we provide adult smokers with high-quality, innovative alternatives to traditional cigarettes. The current data indicate that electronic cigarettes may have a very meaningful harm reduction potential, and NJOY is committed to the further development of the science in this area. I look forward to working with NJOY in this important capacity.”

Dr. Carmona has extensive experience in public health, clinical sciences and health care management. He has worked in various positions in the medical field and serves as the first Distinguished Professor of Public Health at the Mel and Enid Zuckerman College of Public Health at the University of Arizona. He also served in the U.S. Army and the Army's Special Forces. A decorated Vietnam War veteran, he received two Purple Hearts and two Bronze Stars for his service.

In his role as the 17th Surgeon General, Dr. Carmona achieved the rank of Vice Admiral and focused on prevention, preparedness, health disparities, health literacy, and global health. His 2006 report, which was applauded and embraced by public health and tobacco-control advocates, found that nearly half of all nonsmoking Americans are still regularly exposed to smoke from others. It concluded that any exposure to second-hand smoke is a risk to nonsmokers, and as a result the only way to protect nonsmokers is to eliminate indoor smoking.

About NJOY:

NJOY is the most popular electronic cigarette brand in America and is known as the industry's "Gold Standard" due to its best-in-class products, patent-pending technology, superior branding, experienced management team and most responsible business practices. NJOY is the first independent electronic cigarette company to support the nationally recognized We Card Program and join its Manufacturers Advisory Council as part of its efforts to prevent underage use of its products. NJOY is currently in almost 60,000 stores nationwide and is also expanding internationally. NJOY offers a variety of disposable and rechargeable electronic cigarette products made for adult smokers. These products provide nicotine with rich tobacco or menthol flavor, without tobacco smoke or odor. NJOY’s flagship product, the NJOY KING, is the number one selling electronic cigarette sold at retail in the U.S., according to Nielsen C-store data. NJOY is headquartered in Scottsdale, Arizona. To learn more about NJOY products visit www.NJOY.com