

Reynolds American, Inc. Selects Securance Consulting for IT Risk Management

Tampa, FL – August, 2008 – Securance Consulting, a Professional Services firm delivering independent technology risk consulting services, today announced that Reynolds American of Winston-Salem, NC has selected Securance as its IT Internal Audit co-source partner.

Reynolds American, Inc., through its subsidiaries, manufactures cigarettes and other tobacco products in the United States. It offers cigarettes and other tobacco products, including little cigars, roll-your-own tobacco, and moist snuff. In addition, Reynolds American offers loose leaf chewing tobacco, dry snuff, and plug and twist tobacco products. It sells its products through distributors, wholesalers, and other direct customers, including retail chains, as well as distributes cigarettes to public warehouses. As of fiscal year-end 2007, Reynolds American generated \$9 billion in gross revenue. For more information on Reynolds American (NYSE: RAI), visit the Company's website at www.reynoldsameric.com.

Information technology auditing has become a critical component in risk management. As technologies continue to advance they are becoming the underpinning of organizations and their business processes. Securance Consulting assists organization in managing the risk associated with technology in these areas: IT Policies & Procedures, General Computer Controls, Application Controls (i.e. ERP, CRM, SCM, MAN), Software Compliance, Data Center Controls, Network Security, Wireless Deployments, Business Continuity and Disaster Recovery.

About Securance Consulting

Securance Consulting is a professional services firm delivering independent, full-service IT and internal audit services, specializing in the niche market of technology risk consulting. The company, founded in 2002, is headquartered in Tampa, Florida and serves the Continental U.S.A.

Securance is staffed by audit consultants who have diverse backgrounds within the audit and information technology fields. They average 10-12 years of experience and hold certifications such as CPA, CIA, CISA, CISSP and BCP.

The company serves several major industries including automotive, communications, consumer products, defense, energy and utilities, entertainment and media, financial services, and government to name only a few.

For more information on Securance Consulting's technology risk management services and software solutions, please call 877-578-0215 or visit www.securanceconsulting.com.

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