

**FOR IMMEDIATE RELEASE:**

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**TWO NEW PRODUCTS –  
COPENHAGEN® POUCHES AND SKOAL® POUCHES –  
INTRODUCED BY U.S. SMOKELESS TOBACCO COMPANY**

**GREENWICH, Conn.**, October 2, 2002 – Copenhagen Pouches and Skoal Pouches, two new products which are three times the size of the leading tobacco pouch product, were introduced today by the U.S. Smokeless Tobacco Company (USSTC), the principal subsidiary of UST Inc. (NYSE: UST). The products are available at retail beginning this week and will have full, nationwide distribution before the end of the year.

Copenhagen and Skoal Pouches are packed full with the moist, rich, premium-quality tobacco adult consumers expect from Copenhagen and Skoal. The large, moist pouches feature a new pouch design that allows adult consumers to fully enjoy the satisfying flavor of Copenhagen and Skoal in a way that is neat, convenient and easy to use. Pouches have a bold taste, rich appearance and are available in authentic Copenhagen and Skoal Wintergreen flavors.

“Our new Skoal and Copenhagen Pouches are uniquely positioned to address the demand from adult consumers for quality tobacco pouch products with authentic flavor and an effective design,” said Jill K. Galowitz, USSTC vice president of new products. “This strategic new product launch leverages the Copenhagen and Skoal mega brands to redefine and legitimize the pouch segment and drive category growth.”

In Sweden, where moist smokeless tobacco (MST) consumption outpaces that of cigarettes, pouches have contributed significantly to category growth. In the United States, USSTC will look to do the same with Copenhagen and Skoal Pouches.

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In research conducted this past spring, nearly three-quarters of adult consumers of MST were interested in purchasing Copenhagen and Skoal Pouches. The combination of key product attributes important to adult consumers of MST, and the added value of neat and clean convenience, led to these outstanding research results.

The launch will be supported by a print advertising campaign, direct mail and point-of-sale, delivering nearly 100 million adult impressions, while eye-catching retail displays will encourage both awareness and trial.

Copenhagen, introduced in 1822, is the No. 1 MST on the market and comes in fine cut, mid-cut, long cut and now in pouch forms. Copenhagen Black, a bourbon-flavored, mid-cut product was introduced in 2001. Since its introduction in 1934, Skoal has been the No. 1 flavored MST on the market and is the leader in innovative flavor introductions. Skoal flavors include Wintergreen, Straight, Mint, Cherry, Classic, Spearmint and Berry Blend. Skoal comes in fine cut, long cut and pouch forms.

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*U.S. Smokeless Tobacco Company is a distinctly different tobacco company. Through its subsidiaries, it is a leading producer and marketer of moist smokeless tobacco products. The Company's primary brands are Copenhagen, Skoal, Rooster and Red Seal. The Company is the only smokeless tobacco manufacturer to sign the Smokeless Tobacco Master Settlement Agreement (STMSA). Under the STMSA, the Company voluntarily adopted an array of advertising and promotional restrictions and agreed to pay \$100 million towards programs to reduce youth access to tobacco products and combat youth substance abuse.*