



Gary R. Ellis
PRESIDENT &
CHIEF EXECUTIVE OFFICER

January 14, 2010

Dear Valued Customer and Vendor,

The devastation and human suffering in Haiti is beyond description and I know everyone's heart goes out to the victims and the responders during this crisis.

The feeling of helplessness and frustration is normal. We are not there; we can't jump in and get it done. It is not something within our power to fix.

What we can do is support the work of others by raising money for them. The Montecristo Relief Organization is immediately donating \$25,000 to Food For the Poor, a group already on the ground in Haiti providing immediate assistance. In addition, the Montecristo Relief Organization will match dollar for dollar the first \$125,000 in contributions made by Altadis U.S.A. employees, customers, consumers and vendors.

If you would like to contribute and have your donation matched by the Montecristo Relief Organization, please send checks made payable to Food For the Poor:

Montecristo Relief Organization., Haiti Earthquake Relief
c/o Altadis U.S.A.
PO Box 407179
Fort Lauderdale, FL 33340-7166

Food For the Poor is a 501(c) (3) non-profit corporation and your donation can be tax deductible.

Our help is needed now, so time is of the essence. We will match funds donated by February 15th. Thank you for joining us in doing what we can.

Sincerely,

Gary R. Ellis
President & CEO