



NEWS RELEASE

FOR IMMEDIATE RELEASE

September 8, 2023

MEDIA CONTACT

Mark Schueller, Director of Marketing
mschueller@usleaf.com

Premier Manufacturing, Inc. Announces Exclusive Partnership with NIC-S

Tobacco free nicotine pouches made with pharmaceutical developed white snus that is a premium alternative to meet consumers nicotine choices.

Raleigh, N.C. – (DATE), Premier Manufacturing, Inc., a subsidiary of U.S. Tobacco Cooperative, and Enorama Pharma Inc. have entered into an exclusive distribution agreement regarding the sale of NIC-S, tobacco-free white snus, for the U.S. market.

“The growth and sales potential in tobacco free nicotine pouch market is growing exponentially”, said Premier Manufacturing Sales Director Steve Lucas. “We wanted to offer our customers and their consumers a broader range of products and NIC-S is a great partner to achieve this”, said Lucas.

“We at Enorama are very pleased to have entered into this distribution agreement with Premier Manufacturing and we look forward to a long and close collaboration. We are convinced that Premier Manufacturing, its extensive sales organization, and a wide contact network, will be a valuable partner for Enorama's expansion in the American market.” says CEO Annette Agerskov, Enorama Pharma AB.

NIC-S is available in a wide range of options allowing the consumer to tailor their nicotine intake. “With three different nicotine strengths 3mg, 6mg and 9mg and several flavors such as wintergreen, mint, orange, berry, cinnamon and flavor free; consumers will be sure to find a favorite style -or two” said Lucas.

“Everyone at Premier Manufacturing, Inc. is excited about the opportunity to partner with Enorama Pharma, Inc. to supply our customers with a superior quality premium tobacco-free white pouch that will satisfy the growing number of consumers entering this exciting category”, said U.S. Tobacco Cooperative Senior Vice President Russ Mancuso.

Premier Manufacturing will be doing a full marketing campaign promoting NIC-S that will include point-of-sale materials, print and digital ad campaigns, display fixtures and various websites. Product will be available via Premier’s distribution network throughout the U.S. in the coming months.

About Enorama Pharma Inc.

Enorama Pharma's goal is to become a leading global supplier of consumer-friendly nicotine replacement products. The business idea is to develop and sell medicinal chewing gum as well as non-medicinal, tobacco-free nicotine products and offer these both as Private Label and under own brands. For more information, visit www.enorama.se.

About Premier Manufacturing Inc.

Premier Manufacturing Inc. is a subsidiary of U.S. Tobacco Cooperative Inc. (USTC) is a grower owned marketing cooperative located in Raleigh, North Carolina. The cooperative processes U.S. flue-cured tobacco grown by its 550+ member growers in Florida, Georgia, South Carolina, North Carolina, and Virginia. Other subsidiaries of USTC include U.S. Flue-Cured Tobacco Growers (USFC), Franchise Wholesale (d/b/a Wildhorse Distributing), Big South Distribution, and King Maker Marketing, Inc. USTC, through its subsidiaries also produces consumer products for the U.S. market under brand names of Wildhorse, 1839, Ace, Shield, 1st Class, Manitou, Ultra Buy and Traffic.