



August 3, 2010

## **VECTOR GROUP TO HOST SECOND QUARTER 2010 CONFERENCE CALL**

**MIAMI, FL, August 3, 2010** -- Vector Group Ltd. (NYSE: VGR) will conduct a conference call and webcast to discuss its second quarter 2010 results on Friday, August 6, 2010 at 11:00 a.m. (ET).

Investors can access the call by dialing 800-859-8150 and entering 83114618 as the conference ID number. The call will also be available via live webcast at [www.vcall.com](http://www.vcall.com). Webcast participants should allot extra time before the webcast begins to register.

A replay of the call will be available shortly after the call ends on August 6, 2010 through August 20, 2010. To access the replay, dial 877-656-8905 and enter 83114618 as the conference ID number. The archived webcast will also be available at [www.vcall.com](http://www.vcall.com) for 30 days.

Vector Group is a holding company that indirectly owns Liggett Group LLC, Vector Tobacco Inc. and New Valley LLC. Additional information concerning the company is available on the company's website, [www.VectorGroupLtd.com](http://www.VectorGroupLtd.com).

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