



March 1, 2010

## **VECTOR GROUP TO HOST FOURTH QUARTER AND FULL YEAR 2009 CONFERENCE CALL**

**MIAMI, FL, March 1, 2010** -- Vector Group Ltd. (NYSE: VGR) will conduct a conference call and webcast to discuss its fourth quarter and full year 2009 results on Tuesday, March 2, 2010 at 11:00 a.m. (ET).

Investors can access the call by dialing 800-859-8150 and entering 10995162 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 March 2, 2010 through March 16, 2010. To access the replay, dial 877-656-8905 and enter 10995162 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 and Vector Tobacco Inc. and directly owns New Valley LLC. Additional information concerning the company is available on the company's website, [www.VectorGroupLtd.com](http://www.VectorGroupLtd.com).

# # #

Contact:  
Carrie Bloom/Jonathan Doorley  
Sard Verbinnen & Co  
212/687 - 8080