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LIGGETT GROUP TO INTRODUCE GRAND PRIX SNUS

Offers Premium Quality Smokeless Tobacco Product at Value Pricing

MEBANE, NC, February 26, 2008 -- Vector Group Ltd.'s (NYSE: VGR), subsidiary, Liggett Group, announced today that it plans to introduce Grand Prix snus, a Premium quality pouched tobacco product designed for adult smokers who are interested in smokeless tobacco alternatives to cigarettes. Grand Prix snus will be available in a variety of test markets beginning in May 2008.

The product is the latest addition to the Grand Prix brand, the fastest growing U.S. cigarette brand over the past two years. Grand Prix snus will be sold at value pricing and will be available in three varieties: Original, Spearmint and Wintergreen.

Grand Prix snus will be manufactured in Sweden under an agreement with Snusab, a Stockholm-based manufacturer of premium snus products.

"We have been watching the growth and development of the U.S. snus market with great interest over the past 18 months and believe there is a significant opportunity to introduce our own snus product and build on our highly successful Grand Prix tobacco franchise," said Ronald J. Bernstein, President and Chief Executive Officer of Liggett Group. "Grand Prix snus will offer adult consumers the highest quality product at affordable pricing. We are excited about this product launch and are confident that its taste and value proposition will appeal to a wide range of adult consumers. We are very pleased to work with Snusab, our Swedish-based manufacturing partner, in bringing premium quality Snus products to the U.S. market."

Grand Prix snus will be available in select retail outlets throughout the following areas: Portland, Oregon; Kansas City, Missouri; Indianapolis, Indiana; Dallas/Fort Worth, Texas; Raleigh, North Carolina; Orlando, Florida; and Columbus, Ohio.

About Vector Group Ltd.

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.

About Liggett Group LLC.

Liggett Group has been a North Carolina-based manufacturer of high quality cigarette brands for more than 100 years. The company is the proud maker of successful national brands such as Liggett Select, Eve, and Grand Prix. Liggett Group is a participant in the Master Settlement Agreement between the tobacco industry and 46 States, and complies with the advertising and marketing restrictions contained in the agreement including the prohibition against marketing tobacco products to youth. For more information, please visit our website at www.liggettvectorbrands.com

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