



Financial Tear Sheet

Corporate Profile

Lorillard, Inc. (NYSE: LO) is the third largest manufacturer of cigarettes in the United States. Lorillard was founded in 1760, and is the oldest continuously operating tobacco company in the U.S. Newport®, Lorillard's flagship brand, is a menthol-flavored premium cigarette brand and the top selling menthol and second largest selling cigarette in the U.S. In addition to Newport, the Lorillard product line has five additional brand families marketed under the Kent®, True®, Maverick®, Old Gold® and Max® brand names. These six brands include 41 different product offerings which vary in price, taste, flavor, length and packaging. Lorillard's manufactures all of its products at its Greensboro, North Carolina facility and maintains its headquarters there.

Primary IR Contact

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Loews Corporation owned 100 percent of Lorillard from 1969 when its predecessor purchased the old P. Lorillard Company. On January 31, 2002 Loews issued a tracking stock, Carolina Group (NYSE: CG), to track the financial performance of certain assets and liabilities which primarily included Loews' ownership interest of Lorillard. Over time Loews sold approximately 62% of Carolina Group shares to the public. In December 2007 Loews Corporation announced its plans to distribute its entire ownership interest in Lorillard to holders of Carolina Group stock and Loews Corporation common stock. On June 10, 2008, Lorillard began trading as an independent company on the NYSE under the symbol "LO".

Stock Performance

LO (Common Stock)

Exchange	NYSE (US Dollar)
Price	\$80.68
Change (%)	▲ 0.09 (0.11%)
Volume	1,524,681
52 Week Low	\$70.24
Market Cap	\$12,240,769,600
Rolling EPS	6.19
PE Ratio	13.0339
Shares Outstanding	151,720,000

Data as of 09/08/10 4:01 p.m. ET



Recent Headlines & Events

- 08.20.2010 - 7:31 a.m.
[Lorillard, Inc. Announces Increase in Quarterly Dividend on Common Stock and Stock Repurchase Program](#)
- 08.12.2010 - 8:54 a.m.
[Lorillard, Inc. Elects Murray S. Kessler President and Chief Executive Officer Succeeding Martin L. Orlowsky](#)
- 08.03.2010 - 4:25 p.m.
[Lorillard to Launch Newport\(R\) Non-Menthol](#)

There are currently no events scheduled.

SEC Filings

Filing Date	Form	
08/27/10	3	
08/25/10	8-K	
08/12/10	8-K	
07/29/10	10-Q	

Corporate Governance

Martin L. Orlowsky	Director, Chairman, President and Chief Executive Officer
David H. Taylor	Director and Executive Vice President, Finance and Planning and Chief Financial Officer
Ronald S. Milstein	Senior Vice President, Legal and External Affairs, General Counsel and Secretary
Charles E. Hennighausen	Executive Vice President, Production Operations

[Randy B. Spell](#)

Executive Vice President, Marketing and Sales

[Thomas R. Staab](#)

Senior Vice President, Finance and Chief
Accounting Officer

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