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## **Premier Manufacturing Introduces TRAFFIC® Cigarettes into Circle K**

Raleigh, NC – The consumer products division of U.S. Tobacco Cooperative Inc. (USTC), Premier Manufacturing of Chesterfield, MO, is now supplying TRAFFIC® brand cigarettes to Circle K stores in 40 states. Circle K is a subsidiary of Alimentation Couche-Tard which operates 4,700+ convenience stores in the United States.

“We are extremely pleased to be partnering with Circle K. We look forward to supplying Circle K convenience stores with the highest quality U.S. tobacco products as they continue their growth here,” said USTC Chief Executive Officer Stuart Thompson.

The national roll-out of TRAFFIC® cigarettes into Circle K convenience stores was completed in June 2016. TRAFFIC cigarettes will be supported with a national advertising campaign and on-going promotional support in Circle K retail stores.

“The combination of high-quality U.S. flue-cured tobacco, manufactured in Timberlake, NC and a value price should make TRAFFIC® cigarettes a huge success with Circle K adult age consumers” said Thompson.

For more information on U.S. Tobacco Cooperative Inc., visit [www.usleaf.com](http://www.usleaf.com) or on Premier Manufacturing visit [www.GoPremier.com](http://www.GoPremier.com).

### **About Couche-Tard Inc.**

Couche-Tard is the largest independent convenience store operator in terms of number of company-operated stores in the United States. Circle K is a subsidiary of Alimentation Couche-Tard Inc. (“Couche-Tard”) which operates approximately 8,000 convenience stores and employs more than 80,000 people throughout its network and service offices in North America.

### **About U.S. Tobacco Cooperative Inc.**

U.S. Tobacco Cooperative Inc. (USTC) is a grower owned marketing cooperative located in Raleigh, North Carolina. The cooperative produces U.S. flue-cured tobacco grown by 850 member growers in Florida, Georgia, South Carolina, North Carolina, and Virginia. Member grower tobacco is processed and sold as raw materials to cigarette manufacturers worldwide. USTC also produces consumer products from Premier Manufacturing, for the U.S. market under brand names of Wildhorse®, 1839®, Shield®, 1<sup>st</sup> Class®, Ultra Buy® and TRAFFIC®.