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*For Immediate Release*

## U.S. Tobacco Cooperative Names New Chief Executive Officer

Raleigh, NC – The Board of Directors of U.S. Tobacco Cooperative Inc. (USTC) has appointed Ron Radloff as Chief Executive Officer and President, effective April 16, 2025. Radloff joined USTC in July 2016 as the Director of Finance at USTC’s manufacturing operations, U.S. Flue Cured Tobacco Growers, Inc. (USFC), in Timberlake, NC, and has held a variety of positions at USFC, including Director of Manufacturing and Operations and, most recently, Senior Vice President of Operations. Before joining USTC, Radloff served as a Controller for Mohawk Industries at their Bennettsville, SC operations. Prior to that, he was the Assistant Controller of Daltile in Muskogee, Oklahoma, and held engineering and finance positions with Norfolk Southern and IBM.

“Ron brings fresh experience and leadership to guide us forward. At U.S. Tobacco Cooperative, we take great pride in our longstanding commitment to excellence. Ron is poised to uphold and build upon that standard,” said Danny Watkins, Chairman of U.S. Tobacco Cooperative Inc.

“It’s a privilege to step into this leadership role,” said Radloff. “I look forward to working with the team to drive USTC and its subsidiaries toward our vision of becoming a global leader in leaf and consumer tobacco products.”

Radloff brings a proven track record of leadership, operational expertise, and a passion for the tobacco industry—qualities that make him well-suited to lead USTC. He will oversee the organization’s daily operations and drive the development and execution of annual, long-term, and strategic plans. Radloff will report directly to the USTC Board of Directors.

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

U.S. Tobacco Cooperative Inc. (USTC) is a grower-owned marketing cooperative based in Raleigh, North Carolina. The cooperative has 600+ members growing flue-cured tobacco in Florida, Georgia, South Carolina, North Carolina, and Virginia. Member grower tobacco is processed and sold as raw materials to cigarette manufacturers worldwide. Subsidiaries of USTC include U.S. Flue-Cured Tobacco Growers (USFC), Premier Manufacturing, Franchise Wholesale (d/b/a Wildhorse Distributing), Big South Distribution, VP Distributors and King Maker Marketing, Inc. USTC, through its subsidiaries also produces consumer products for the U.S. market under brand names of Wildhorse, 1839, Shield, 1<sup>st</sup> Class, Ultra Buy and Traffic.