

e-NICOTINE TECHNOLOGY'S CHIEF MEDICAL OFFICER PRESENTS TO FDA'S CENTER FOR TOBACCO PRODUCTS

CHAPEL HILL, NC (March 21, 2013) – e-Nicotine Technology (eNT) announced today that its Chief Medical Officer, Michael Hufford, PhD, spoke at the FDA's Center for Tobacco Products' **"Third Party Governance of Industry-Sponsored Tobacco Product Research - A Public Workshop"** held on March 19-20th, 2013. The purpose of the workshop was to discuss the recommendation in the Institute of Medicine's (IOM) report, *"Scientific Standards for Studies on Modified Risk Tobacco Products,"* that sponsors of Modified Risk Tobacco Product applications use independent third parties to undertake one or more key functions in tobacco product research (third party governance). The FDA was also considering third party governance as it relates more generally to tobacco research. The stated goal was to receive input from interested stakeholders regarding features from existing third party governance models that may be applicable to tobacco product research.

Dr. Hufford supported each of the IOM's recommendations, and focused on the critical role that innovation can play in helping to bring an end to the public health catastrophe associated with combustible tobacco products. "Time and again, innovation has been a driving force to dismantle and transform large industries. Combustible tobacco products use a 5,000 year old technology – fire – to delivery nicotine to smokers, and in doing so deliver more than 7,000 chemicals and 70 carcinogens, making cigarettes the most deadly consumer product in the world. Innovation, in the form of clean nicotine delivery technologies, can potentially help to reduce the harms caused by smoking and help smokers' to transition to safer forms of nicotine delivery. Our goal is to help create a smokeless world", said Dr. Hufford.

A video archive of Dr. Hufford's presentation can be found here:
<http://enicotinetechology.com/media-publicspeaking.php>
at the 1 hour and 12 minute (1:12:00) mark.

About e-Nicotine Technology (eNT)

eNT is a company committed to reducing the harm associated with tobacco products by combining clean nicotine aerosols for inhalation with empowering e-health tools. eNT is developing an electronic nicotine delivery device that produces a condensation aerosol of nicotine using its proprietary thermal drug delivery technology. The eNT platform delivers the right dose of nicotine using the right sized aerosol particles for deep lung delivery.

For more information on eNT, its products, and other inquiries, please see
<http://www.enicotinetechology.com>.

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