

**e-NICOTINE TECHNOLOGY'S EXECUTIVE MANAGEMENT TEAM LEADING TALKS
ON INNOVATION IN NICOTINE DELIVERY AT A WIDE VARIETY OF REGULATORY
AND INDUSTRY CONFERENCES**

*Talks Highlight the Role of Innovation in Helping Smokers to Transition off of Combustible
Cigarettes Toward Safer Forms of Nicotine Delivery*

SALT LAKE CITY, UT (April 29, 2014) – e-Nicotine Technology (eNT) today announced that members of its executive management team will be speaking at a variety of important industry conferences this spring, including: the FDA's Center for Tobacco Products Tobacco Products Scientific Advisory Committee (TPSAC) meeting on April 16th (Rockville, MD), the Tobacco Merchants Association on May 21st (Williamsburg, VA), and the e-Cig Conference on June 18th (Nice, France).

Michael Hufford, Ph.D., eNT's Co-Founder and Chief Medical Officer, presented to the FDA's Center for Tobacco Products' TPSAC meeting (<http://www.fda.gov/AdvisoryCommittees>) on April 16th. His talk focused on innovation in nicotine delivery and slides of the presentation can be viewed online at <http://1.usa.gov/RPQlfS>. On May 21st, Dr. Hufford will be part of a panel discussion on "*The Evolving Nicotine Consumer*" at the TMA (<http://www.tma.org>), an annual conference of public health experts, scientists, regulators, wholesalers, retailers, and importers, as well as electronic cigarette companies.

Jeff Williams, eNT's Co-Founder and Chief Executive Officer, will be presenting at the e-Cig Europe conference (<http://www.ecigeurope.com>) on June 18th. His talk, entitled "*The Next Generation of Nicotine Delivery Systems*", will focus on how eNT's delivery platform gives smokers a satisfying nicotine experience while helping them transition off of combustible cigarettes. Results from eNT's recently completed Phase 1 clinical study will also be reviewed, which found that the eNT nicotine aerosol reduced smoking urges by over 70% within 1-minute, setting a new standard for smoking urge relief. eNT's form factor is unique and does not try to mimic traditional combustible cigarettes, such as those from British American Tobacco (NYSEMKT:BTI), Lorillard (NYSE:LO), Phillip Morris (NYSE:PM), and Reynolds American (NYSE:RAI). Existing electronic cigarettes such as NJOY, blu eCigs (NYSE:LO), MarkTen (NYSE:MO), and Victory electronic cigarettes (OTCMKTS:ECIG) rely on a form factor that imitates a combustible cigarette.

About e-Nicotine Technology

eNT is a healthcare company committed to reducing the harms associated with combustible tobacco products. eNT is developing the next generation of state-of-the-art electronic nicotine delivery products that quickly and dramatically reduce smoking urge while using 40-70% less nicotine than cigarettes or existing e-cigarettes. eNT's products deliver consistent doses of nicotine and emit no secondhand vapor, giving consumers a discreet and satisfying nicotine experience anytime, anywhere.

For more information about eNT, its technology, products and other inquiries, please contact: Justin Bingham, VP Corporate Development at +1.801.502.3458 or jbingham@enicotinetech.com, <http://www.enicotinetech.com>.