



Virtue Delivers the British American Tobacco p.l.c. Social Report 2003/04 Online

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Virtue Communications ("Virtue"), a leading provider of online corporate communications solutions today announces that British American Tobacco p.l.c. selected it as the online provider for its 2003/04 Social Report, the launch of which was broadcast live on 22 June 2004.

This is the third British American Tobacco p.l.c. Social Report, and the first time that the launch presentation of the report was broadcast live over the Internet. This year's presentation, given by Paul Adams, Chief Executive, and Adrian Payne, Head of Corporate Social & Regulatory Affairs, is now available for viewing on demand via: www.bat.com/socialreport. The decision to webcast this event, clearly demonstrates British American Tobacco's continuing commitment to embed the principles of corporate social responsibility throughout their Group.

Nicky Donnelly, UK Social Reporting Manager, said: "At British American Tobacco we take CSR very seriously; stakeholder engagement is at the heart of our social reporting process. We are looking for continual improvement in our reporting to assist stakeholders in evaluating our actions and commitments. Webcasting the launch presentation enables us to build on the accessibility and presentation of our report to global stakeholders."

Klaus Ackerstaff, CEO Virtue, said: "CSR is an area which deserves much attention in today's business environment, and webcasting is an ideal tool to promote good business practices by its ability not only to reach an unlimited audience, but through its unique ability to engage. We have been working with BAT for many years now in delivering their Investor Relations communications online, and are now delighted to see them extend the use of this communication tool into other areas of value."

About Virtue Communications

Virtue Communications, part of Virtue Broadcasting Plc, is a leading corporate communications solutions provider in Europe and Asia Pacific enabling corporations to communicate both internally and externally, to support their business goals, cost-effectively. Virtue provides organizations with the technology infrastructure and software solutions, which empower them to create and deliver communication messages which complement their global communications strategies. It is headquartered in London, and has offices in Zurich, Frankfurt, Stockholm, Madrid and Sydney.

www.virtue-communications.com

About BAT

British American Tobacco is the world's second largest quoted tobacco group. With more than 300 brands in its portfolio, the Group makes the cigarette chosen by one in seven of the world's one billion adult smokers. The Group has 87 factories in 66 countries, processing some 660 million kilos of leaf and producing some 792 billion cigarettes in 2003. Group companies, including associated companies, employ more than 85,000 people worldwide.

www.bat.com

Public Relations Contact:

Franco Fubini
Virtue Communications
Tel: +44 (0) 20 7785 6000
Email: publicrelations@virtuecomms.com