
R.J. Reynolds Tobacco Company Chooses Global eProcure to provide Procurement Outsourcing Services

R.J. Reynolds selects Global eProcure for Outsourcing of Marketing Products, Services and MRO.

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Global eProcure is proud to announce that it has signed another multi-year Procurement Outsourcing agreement with R.J. Reynolds Tobacco Company for outsourcing its Marketing Products, Marketing Services and MRO spend as a part of its strategic global purchasing initiative. Global eProcure will be providing Strategic Sourcing, Category Management and Transaction management services for certain Indirect Materials and Services each requiring different levels of Business Outsourcing Services.

Craig Demarest, Senior Director – Procurement for R.J. Reynolds stated, “As a part of an on-going effort to identify and implement process improvements and cost savings opportunities, we evaluated several companies. We selected Global eProcure because of their innovative Blended Model, expertise in the Marketing and MRO areas and focus on providing exceptional customer service.”

“We are proud to partner with R.J. Reynolds in enhancing their cost competitiveness through this Indirect Materials and Services Outsourcing effort,” says Global eProcure CEO, Subhash Makhija.

About R.J. Reynolds Tobacco Company

R.J. Reynolds Tobacco Company (R.J. Reynolds) is the second-largest tobacco company in the United States selling brands such as Camel, Pall Mall, Doral, Winston and Kool.

R.J. Reynolds is an indirect wholly owned subsidiary of Reynolds American Inc. (NYSE: RAI). Reynolds American (RAI) is also the parent company of Conwood Company, LLC; and Santa Fe Natural Tobacco Company, Inc. For more information about RJ Reynolds, please visit www.rjrt.com

About Global eProcure

Global eProcure is a leading procurement services company offering a unique blend of consulting, technology, and procurement outsourcing. Our goal is to help our clients achieve their compliance and savings targets through tailored solutions that combine the right combination of innovative technology, industry expertise, and proven best practices. Focusing on realized savings that directly impact the bottom line is how we measure the value we bring to our customers. Global eProcure is a privately held enterprise with global headquarters in Clark, NJ and offices throughout Europe and Asia. For more information, please visit www.globaleprocure.com

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