

March 3, 2012

VECTOR GROUP DECLARES QUARTERLY CASH DIVIDEND

MIAMI, FL, March 5, 2012 -- Vector Group Ltd. (NYSE: VGR) today announced that it has declared a regular quarterly cash dividend on its common stock of \$0.40 per share. The dividend is payable on March 29, 2012 to holders of record as of March 16, 2012.

Vector Group is a holding company that indirectly owns Liggett Group LLC and Vector Tobacco Inc. and directly owns New Valley LLC. Additional information concerning the company is available on the company's website, www.VectorGroupLtd.com.

###

Contact:
Paul Caminiti/Carrie Bloom/Jonathan Doorley
Sard Verbinnen & Co
212/687 - 8080