



March 25, 2008

LIGGETT GROUP TO MAKE ALL CIGARETTES FIRE STANDARDS COMPLIANT

MEBANE, NC, March 25, 2008 -- Vector Group Ltd.'s (NYSE: VGR) subsidiary, Liggett Group LLC, announced today that, consistent with cigarette fire safety standards enacted by a growing number of states, it plans to voluntarily convert the production of all of its domestic cigarette brands to comply with state cigarette fire safety standards beginning January 2009. The Company will continue to meet all deadlines for fire safety standards that become effective prior to January 2009.

"We are committed to making best in class cigarettes while assuring compliance with all state and federal regulations. Converting our production to make all of our cigarette brands fire standards compliant nationwide is consistent with that commitment," said Ronald J. Bernstein, President and Chief Executive Officer of Liggett Group. "A change in cigarette paper along with our state of the art manufacturing process will enable us to provide customers with value priced brands that continue to meet the highest taste and quality standards in the industry."

About Vector Group Ltd.

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

About Liggett Group LLC.

Liggett Group has been a North Carolina-based manufacturer of high quality cigarette brands for more than 100 years. The company is the proud manufacturer of successful national brands such as Liggett Select, Eve, and Grand Prix. Liggett Group is a participant in the Master Settlement Agreement between the tobacco industry and 46 States, and complies with the advertising and marketing restrictions contained in the agreement including the prohibition against marketing tobacco products to youth. For more information, please visit our website at www.liggettvectorbrands.com

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