

VECTOR GROUP DECLARES QUARTERLY CASH DIVIDEND

MIAMI, FL, March 7, 2011 -- 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, 2011 to holders of record as of March 18, 2011.

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, <u>www.VectorGroupLtd.com</u>.

###

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