



February 24, 2011

VECTOR GROUP TO HOST FOURTH QUARTER AND FULL YEAR 2010 CONFERENCE CALL

MIAMI, FL, February 24, 2011 -- Vector Group Ltd. (NYSE: VGR) will conduct a conference call and webcast to discuss its fourth quarter and full year 2010 results on Friday, February 25, 2011 at 11:00 a.m. (ET).

Investors can access the call by dialing 800-859-8150 and entering 47999142 as the conference ID number. The call will also be available via live webcast at www.investorcalendar.com. Webcast participants should allot extra time before the webcast begins to register.

A replay of the call will be available shortly after the call ends on February 25, 2011 through March 11, 2011. To access the replay, dial 877-656-8905 and enter 47999142 as the conference ID number. The archived webcast will also be available at www.investorcalendar.com for 30 days.

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.

#

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