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**William E. Eder Named Vice President of Marketing at Nordic American Smokeless Inc.**

*Nordic American Smokeless Inc., a smokeless tobacco company whose quality products are based on a unique Swedish smokeless manufacturing process (snus), announced today the appointment of William E. "Bill" Eder as Vice President of Marketing.*

/24-7PressRelease/ - DANBURY, CT - March 01, 2008 - Eder is a 40 year veteran in marketing, the last 24 years of which were with U.S. Smokeless Tobacco Company, where he was integral in successfully developing and implementing marketing programs focused on the introduction of new brands and developing communication media aimed at educating adult consumers about the unique attributes of smokeless tobacco products.

"Bill Eder is clearly a leader within the smokeless tobacco community. His extensive smokeless tobacco marketing experience will be instrumental in bringing the Nordic American product portfolio to the next level," said Darren Quinn, President and CEO. Executive Vice President, Richard Cutler added, "Bill's exceptional marketing and advertising background will assure Nordic American's flagship snus brands, Nordic Ice and Klondike, achieve success as we execute our go-to-market strategies."

During his recent 24-year tenure at U.S. Smokeless Tobacco Company, Eder served as director, marketing services and publisher of the adult consumer magazine Heartland USA.

Eder currently resides in Connecticut.

About Nordic American Smokeless Inc.: Nordic American Smokeless Inc. is a marketer and manufacturer of Swedish styled smokeless tobacco products (snus). Nordic American's flagship brands, Nordic Ice and Klondike, are scheduled for shipment in the first half of 2008. Nordic American is headquartered in Danbury, CT. The Company is an affiliate of the Norwegian snus company Taboca A/S, headquartered in Oslo, Norway.