

LORILLARD, INC. ANNUAL MEETING TO BE HELD ON 05/19/11 AT 10:00 A.M. EDT  
 FOR HOLDERS AS OF 03/29/11  
 45650 4-0176

YOU MAY ENTER YOUR VOTING INSTRUCTIONS AT 1-800-454-6883  
 OR WWW.PROXYVOTE.COM UP UNTIL 11:59 PM EASTERN TIME THE  
 DAY BEFORE THE CUT-OFF OR MEETING DATE.

544147101

4146 1268 7562

**DIRECTORS**  
**DIRECTORS RECOMMEND: A VOTE FOR ELECTION OF THE FOLLOWING NOMINEES**  
 1 - 01-DIANNE NEAL BLXT,02-DAVID E.R. DANGOOR,03-MURRAY S. KESSLER

IMPORTANT NOTICE REGARDING THE AVAILABILITY OF PROXY MATERIALS FOR THE SHAREHOLDER MEETING TO BE HELD ON 05/19/11 FOR LORILLARD, INC. THE FOLLOWING MATERIAL IS AVAILABLE AT WWW.PROXYVOTE.COM -VOTER REPORT - PROXY STATEMENT

**DIRECTORS**  
 (MARK "X" FOR ONLY ONE BOX)  
 FOR ALL NOMINEES

WITHHOLD ALL NOMINEES  
 WITHHOLD AUTHORITY TO VOTE FOR ANY INDIVIDUAL NOMINEE. WRITE NUMBER(S) OF NOMINEE(S) BELOW.

USE NUMBER ONLY

**PROPOSAL(S)**  
 2 - TO APPROVE THE ADVISORY VOTE ON THE COMPANY'S EXECUTIVE COMPENSATION.

**DIRECTORS RECOMMEND**  
 FOR

FOR AGN ABS

PLEASE INDICATE YOUR PROPOSAL SELECTION BY FIRMLY PLACING AN "X" IN THE APPROPRIATE NUMBERED BOX WITH BLUE OR BLACK INK

X

3 - TO APPROVE HOLDING FUTURE ADVISORY VOTES ON THE COMPANY'S EXECUTIVE COMPENSATION EVERY ONE, TWO OR THREE YEARS.

1YR

1YR 2YR 3YR ABS

SEE VOTING INSTRUCTION NO. 2 ON REVERSE  
 AC: 00040220654 a XSX0

4 - TO RATIFY THE SELECTION OF DELOITTE & TOUCHE LLP AS THE COMPANY'S INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM FOR THE FISCAL YEAR ENDING DECEMBER 31, 2011.

FOR

FOR AGN ABS

4146 1268 7562

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5 - TO APPROVE THE SHAREHOLDER PROPOSAL ON A MAJORITY VOTE STANDARD FOR DIRECTOR ELECTIONS.

FOR

FOR AGN ABS

PLACE "X" HERE IF YOU PLAN TO ATTEND AND VOTE YOUR SHARES AT THE MEETING

01

THE BOARD OF DIRECTORS RECOMMENDS YOU VOTE "AGAINST" THE FOLLOWING PROPOSAL.

6 - TO APPROVE THE SHAREHOLDER PROPOSAL ON REPORTING POLITICAL CONTRIBUTIONS AND EXPENDITURES.

AGN

FOR AGN ABS

\*NOTE\* SUCH OTHER BUSINESS AS MAY PROPERLY COME BEFORE THE MEETING OR ANY ADJOURNMENT THEREOF.

BMO MESSITT BURNS INC  
 250 YONGE ST, 7TH FLOOR,  
 TORONTO, ON, M5B 2M6  
 CANADA

**MATERIALS ELECTION**

BANK OF MONTREAL  
 RE: SENTRY SELECT GLOBAL DIV  
 ATTN: ABID CHAUDRY  
 1 FIRST CDM PLACE  
 3RD FLOOR PDDIUM  
 TORONTO ON M5H 1H5

As of July 1, 2007, SEC rules permit companies to send you a Notice indicating that their proxy materials are available on the Internet and how you can request a mailed copy. Check the box to the right if you want to receive future proxy materials by mail at no cost to you. Even if you do not check the box, you will still have the right to request a free set of proxy materials upon receipt of a Notice.

FOR

FOR

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← FOLD AND DETACH HERE

SIGNATURE(S)

DATE

PRO 03-08