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**CIGAR AND SMOKELESS TOBACCO MANUFACTURER,
SWISHER INTERNATIONAL, INC., NAMES NEW PRESIDENT**

Industry Veteran Ghiloni to Be Promoted to Post January 1st, 2013

Jacksonville, FL – *September 24th, 2012* - Swisher International, Inc., announced today the scheduled retirement of Tom Ryan, the company’s President and CEO, a position he has held since 2004. Chairman of the Swisher International board of directors, William Ziegler, announced that upon Ryan’s retirement on December 31st, 2012, he will be succeeded by Peter Ghiloni, the company’s Senior Vice President – Marketing.

“In the eight years that Tom has lead Swisher, he has demonstrated an amazing ability to maintain focus on the company’s bottom line while ensuring the delivery of quality products,” said Chairman Ziegler. “He has also built a corporate culture of teamwork and comradery within the organization that is unique in business today. The Swisher family and our Board are truly grateful for his dedication and leadership.”

Ryan began his career in the industry in 1967. He was serving as President of the Helme Tobacco Company when it was acquired by the American Maize Products Company, which owned Swisher International, Inc. in 1986. Helme and Swisher operated separately until 1994 when the two companies merged and Ryan was named Executive Vice President – Marketing & Sales. During his tenure at Swisher the company demonstrated consistent growth, expanding facilities and product lines, increasing market share and improving financials.

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“I am honored to have worked with so many talented people at Swisher through the years,” Ryan said. “Swisher is a world-class organization with highly motivated and capable individuals dedicated in their pursuit of manufacturing and marketing quality products that are the leading brands in the tobacco industry.”

He added, “I am confident that Peter Ghiloni is the right person to lead Swisher into its next phase, and build upon our past success. His leadership and industry experience will help him to drive the company to even greater results in the future.”

An industry veteran, Ghiloni began his career in the tobacco business with the United States Tobacco Company in 1972. In 1983, he moved to The Helme Tobacco Company as Vice President of Marketing, and in 1991 he was promoted to Senior Vice President – Sales & Marketing. Following the merger of Swisher and Helme, Ghiloni assumed the role of Senior Vice President – Marketing for the combined company.

On being named President, Mr. Ghiloni said, “I’m honored by the trust that the board has placed in me, and while no one can truly replace Tom, I look forward to taking both my industry experience and what I have learned from him and other dedicated Swisher employees to move this company forward. While our industry faces many interesting challenges, I also see great opportunity and I’m optimistic about where our team can take this company.”

About Swisher International: Swisher International, Inc. is a leading tobacco manufacturer whose cigars, filtered cigars and smokeless tobacco brands include the largest-selling cigar brand in the world—Swisher Sweets, as well as King Edward, Optimo, BlackStone and BLK large cigars; Swisher Sweets, King Edward, Sante Fe and BlackStone filtered and little cigars; Mail Pouch, Chattanooga Chew, Starr, Bowie and Lancaster chewing tobaccos, Silver Creek, Kayak and Redwood moist snuff, and Navy and Railroad Mills dry snuff. Swisher products are exported to over 80 countries. Swisher International, Inc. employs more than 1,300 people worldwide, including 900 in Jacksonville, FL and 125 at its Wheeling, WV factory. Website: <http://www.swisher.com>

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