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FOR IMMEDIATE RELEASE

Cheyenne International Appoints Dean Simmons as Regional Sales Manager, Mid-Atlantic

Grover, North Carolina (January 8, 2026) - Cheyenne International is pleased to announce the appointment of Dean Simmons as Regional Sales Manager, Mid-Atlantic. Simmons replaces Dean Isaacs, who will remain with Cheyenne for a transition period before retiring on October 1, 2026.

Dean Isaacs has been an integral part of Cheyenne since the beginning, contributing significantly to the company's growth and success. Over his 21-year tenure, with 40+ years in the industry, he has transformed the approach in the region, fostering strong customer relationships and driving exceptional sales performance. "Dean Isaacs' commitment to excellence has not only driven impressive sales performance but also set a standard of integrity and professionalism synonymous with Cheyenne. As he prepares to retire, we celebrate his remarkable career and the legacy he leaves behind. While we are thrilled for him as he steps into this exciting new chapter of life, his leadership and camaraderie will be deeply missed," said David Brinkley, Cheyenne's Vice President of Sales.

Dean Simmons comes to Cheyenne with over 33 years of experience in the tobacco and convenience industry, having spent decades of his distinguished career marked by solid accomplishments in sales execution, talent development, sales training, and sales growth in highly competitive markets. Simmons' proven track record of consistently exceeding sales performance goals makes him an ideal fit for the company.

"We are excited to welcome Dean Simmons to our team," said David Brinkley, Vice President of Sales. "He brings a wealth of knowledge and a fresh perspective that aligns perfectly with our commitment to growth and excellence in the tobacco industry. I have every confidence that he will lead our Mid-Atlantic sales team to achieve outstanding results."

Simmons expressed enthusiasm about joining Cheyenne, stating, "I am incredibly excited to join Cheyenne International as the new Regional Sales Manager for the Mid-Atlantic region. My vision is to not only build on the strong foundation established by my predecessor but also to innovate and enhance our customer relationships. I believe in the power of collaboration and am committed to driving our growth by bringing fresh strategies that resonate with our partners."

As Dean Simmons transitions into this new role, he will work closely with key team members to ensure a seamless handover and continue the legacy of success established by Dean Isaacs.

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About Cheyenne International

Cigarettes | Filtered Cigars | Moist Snuff | Pipe Tobacco | With over 20 years in business, Cheyenne International is a tobacco product manufacturer serving domestic and international markets. The Company's mission is to provide adult tobacco consumers with a diversified portfolio of high-quality brands at a fair price. Cheyenne International builds successful partnerships with its distribution and retail customers while keeping responsibility and compliance at the forefront of everything they do.

For additional information, please visit www.cheyenneintl.com.