



(NYSE MKT: XXII)

Bullish

22nd Century Group

Overview

Recent Price	\$1.35
52 Week Range	\$0.71 - \$3.87
1 Month Range	\$0.71 - \$1.55
Avg Daily Volume	435,000
PE Ratio	n/a

Earnings Per Share

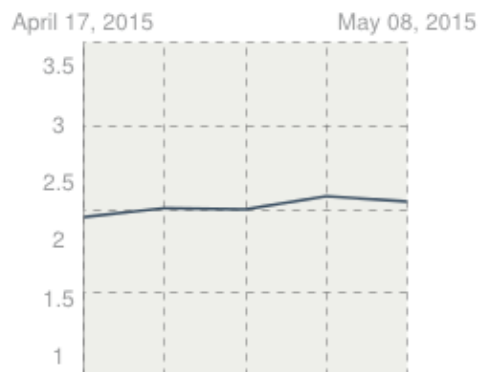
Year	EPS
2015(E)	-\$0.26

Capitalization

Shares Outstanding	64MM
Market Capitalization	\$86MM

Predictive Range

Expected Movement \$1.35 - \$2.32



22nd Century Group, Inc., a plant biotechnology company, focuses on tobacco harm reduction and smoking cessation products produced from modifying the nicotine content in tobacco plants through genetic engineering and plant breeding. It develops smoking cessation products and modified risk tobacco products for smokers who are unable or unwilling to quit smoking and who may be interested in cigarettes which reduce exposure to certain tobacco smoke toxins and/or pose a lower health risk than conventional cigarettes. The company's products include RED SUN and MAGIC regular and menthol cigarettes; and SPECTRUM government research cigarettes. It is also developing X-22, a prescription smoking cessation aid, which is a tobacco-based botanical medical product for use as a smoking cessation therapy; and modified risk cigarettes, such as BRAND A, which has approximately 95% less nicotine than tobacco in cigarettes, as well as BRAND B cigarettes that contains low amount of tar per milligram of nicotine. The company was founded in 1998 and is based in Clarence, New York.

Investment Highlights

- **PATTERN SCAN** predicts the price of XXII expected to move up in the coming weeks based on the appearance of a 'Trend Line Reversal(4)' pattern. Specifically, a ICM Cloud Bounce (+2) variant of Trend Line Reversal(4) has been detected. The target is \$2.32.
- **SQUEEZETRIGGER** predicts that when XXII closes above \$2.12, we expect a short squeeze to begin that could quickly drive the price of XXII considerably higher.
- **VALUATION** XXII has a short squeeze value of \$3.82 which means the stock is undervalued compared to its Price of \$1.35

How WealthMakers Market Reads Work:

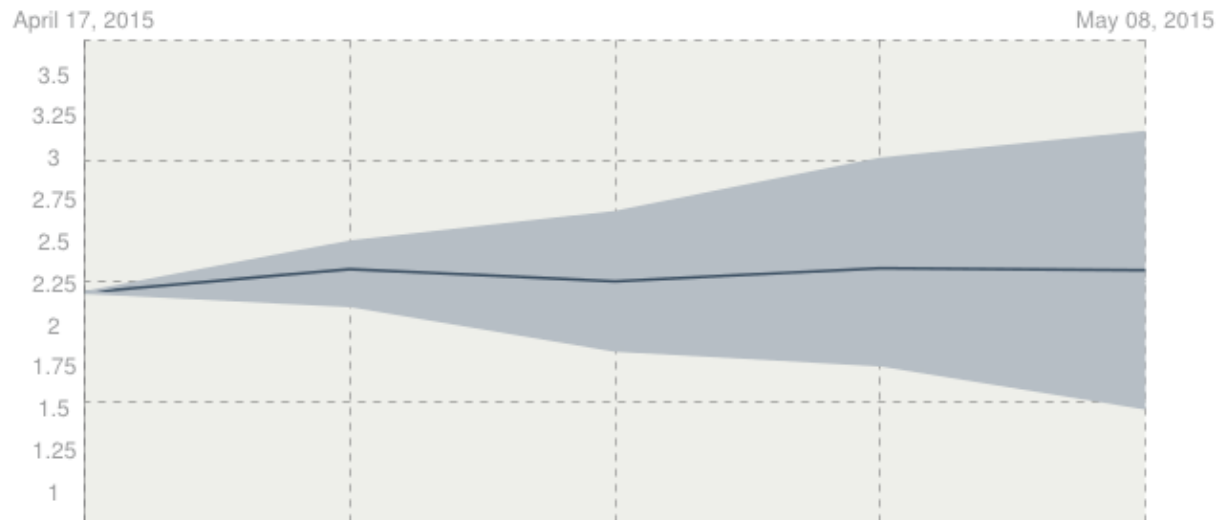
WealthMakers Market Reads™ provide you with market performance predictions based on proprietary technologies, trading algorithms and data to help you make better, more informed investment decisions. Here's a quick review of our predictive technologies:

- **EARNINGS** Most stock price histories show random or unpredictable movements around earnings reports. But some repeat the same pattern quarter after quarter, year after year. Earnings predicts probability, price move and length of move before and after all US stock earnings reports.
- **FRICTION FACTOR** Friction Factor is based on the relationship between the price of a stock and the volume at which it's bought and sold. Normal and abnormal Friction factor patterns can help you time your buying and selling decisions for maximum earnings potential.
- **GATS** The Global Automated Trading System (GATS) combines neural networks and genetic algorithms to reduce investment risks. GATS selects the highest probability trades in stocks, bonds, options, commodities, currencies and private equities, delivering precise, predictive and profitable data.
- **GROUP SECTOR** Certain institutions can exert buying or selling pressure over an entire industry group, pushing prices higher. Group Sector identifies stocks that most closely match their group's movement and generate powerful group consensus trading signals to help you profit from the herd mentality.
- **PATTERN SCAN** This technology automatically tracks "Trigger Events" that positively or negatively affect the value of a stock — or its perceived value among analysts — ranging from price fluctuations to natural disasters and political shifts. The results reveal patterns that can predict market movements.
- **EVENTS** Events describe the current technical situation in your stock. It displays the technicals, trend conditions and seasonal factors and automatically discovers how that stock has performed in the trading days following the occurrences of the event or combination of events. This technology automatically scans using complex historical queries based on what event is taking place right now in the stock. It then displays the probability, expected return and number of trading days for the expected move.
- **RegSHO NAKED SHORTS** Tracks EVERY failure to deliver in all US stocks and all Threshold Security Lists daily for which stocks have naked short positions
- **SEASONALITY** Seasonality analyzes more than 20 years of data to determine if stocks have a long or short seasonal bias, how many trading days the move is expected to last, the probability of that move and the percentage move the stock is expected to make based on the seasonal bias.
- **SQUEEZE TRIGGER** Our proprietary database of more than 3,500,000,000 short sale transactions allows us to calculate the exact price at which the total short interest is short in each stock. Squeeze Trigger Alerts let you know exactly when a short squeeze will start and how to trade profitably.
- **VALUATION** A stock's value is a function of its forecasted earnings per share and forecasted earnings growth, as well as profitability, interest and inflation rates. Valuation use these metrics to determine at what price a stock is undervalued or overvalued, so that you can make investment decisions accordingly.
- **INSIDER** Significant stock sales or purchases by company "insiders" (officers or directors) can be a predictor of future price movements — up or down. The Insider strategy tracks these actions and correlates them with historical data to give you an investment edge.

Pattern Scan

Tracks "Trigger Events" that positively or negatively affect the value of a stock.

22nd Century Group (NYSE MKT: XXII) is predicted to go up in coming weeks based on bullish technical trends that have appeared in the recent performance of the stock. XXII has demonstrated Trend Line Reversal(4) strategy ICM Cloud Bounce (+2) with a strength of 3.0/5. The higher the strength, the higher the probability of an accurate prediction.



- The price of XXII expected to move up in the coming weeks.
- PatternScan has detected that a 'ICM Cloud Bounce (+2)' pattern has appeared.
- Specifically, a ICM Cloud Bounce (+2) variant of Trend Line Reversal(4) has been detected.
- This indicates a high probability that XXII will move up in the coming weeks.

Squeeze Trigger

We have a proprietary database of all trading in US stocks and maintain massive databases of short sale and naked short sale time and sales data, along with short squeeze SqueezeTrigger prices. We are the only firm that knows the exact price that a short squeeze will start in every US stock.

The Cumulative Squeeze Trigger price for XXII is \$2.12.

This means that when XXII closes above \$2.12, we expect a short squeeze to begin that could quickly drive the price of XXII considerably higher.

Date	ShortVolume	TotalVolume	Percent	SqueezeTrigger	SValue
4/24/2015	85,590	434,993	19.68%	\$1.32	\$117,686
4/23/2015	344,831	1,487,656	23.18%	\$1.34	\$500,005
4/22/2015	114,331	591,034	19.34%	\$1.49	\$169,210
4/21/2015	310,926	1,214,833	25.59%	\$1.45	\$443,070
4/20/2015	709,336	2,171,193	32.67%	\$1.38	\$936,324
4/17/2015	671,751	2,005,941	33.49%	\$1.18	\$789,307
4/16/2015	165,390	509,563	32.46%	\$0.94	\$154,309
4/15/2015	21,611	149,627	14.44%	\$0.80	\$17,397
4/14/2015	46,546	121,451	38.32%	\$0.75	\$34,956
4/13/2015	34,794	137,029	25.39%	\$0.77	\$26,652
4/10/2015	45,192	131,172	34.45%	\$0.79	\$35,928
4/9/2015	121,053	391,863	30.89%	\$0.78	\$101,685
4/8/2015	55,945	105,017	53.27%	\$0.88	\$48,728
4/7/2015	51,043	138,358	36.89%	\$0.87	\$44,509
4/6/2015	13,707	85,108	16.11%	\$0.87	\$11,994
4/2/2015	25,215	90,230	27.95%	\$0.86	\$21,357
4/1/2015	47,068	183,378	25.67%	\$0.84	\$39,537
3/31/2015	53,878	212,843	25.31%	\$0.85	\$46,874
3/30/2015	30,166	157,367	19.17%	\$0.86	\$26,848
3/27/2015	47,929	140,149	34.20%	\$0.85	\$41,266
3/26/2015	74,852	240,666	31.10%	\$0.84	\$62,427
3/25/2015	34,867	186,662	18.68%	\$0.89	\$30,265
3/24/2015	14,941	187,749	7.96%	\$0.89	\$13,970
3/23/2015	99,330	351,839	28.23%	\$0.88	\$83,040
3/20/2015	101,066	450,666	22.43%	\$0.78	\$80,347
3/19/2015	42,470	288,167	14.74%	\$0.82	\$35,250
3/18/2015	95,687	332,719	28.76%	\$0.84	\$82,099
3/17/2015	40,071	151,516	26.45%	\$0.85	\$34,942
3/16/2015	80,149	407,428	19.67%	\$0.88	\$72,214
3/13/2015	23,995	120,488	19.91%	\$0.95	\$23,419
3/12/2015	57,124	182,039	31.38%	\$1.02	\$58,266
3/11/2015	76,274	309,750	24.62%	\$0.89	\$71,926
3/10/2015	54,311	205,911	26.38%	\$0.92	\$50,509
3/9/2015	111,523	426,892	26.12%	\$1.01	\$115,426
3/6/2015	175,677	490,644	35.81%	\$1.14	\$202,907
Total	45,348,891	212,528,776	21.34%	\$2.12	\$95,920,319
*Total includes data back to 1-26-11. Chart truncated for viewing.					

Friction Factor

Friction Factor determines if there is normal or abnormal behavior in the price action of the stock when compared to the buying vs. selling trading statistics. It shows us how many more shares of buying than selling it takes to move a stock higher by 1 cent, or how many more shares of selling than buying it takes to drop a stock by 1 cent. Here is how to understand Friction Factor:

- If Friction Factor is positive, more buying than selling caused XXII's price to rise
- If Friction Factor is negative, more selling than buying caused XXII's price to fall
- If Friction Factor is 0, there was no discernable activity either way
- If Friction Factor is abnormal, it means that more buying than selling caused the price to drop which is evidence of manipulative activity. In some cases more selling than buying can cause the price to increase. While this is rare, it must be noted as well. Friction Factor raw data.

Date	Change	BuyVol	SellVol	NetVol	Friction
4/24/2015	-\$0.05	177,292	162,261	15,031	Bearish Bias
4/23/2015	-\$0.10	587,504	616,612	-29,108	-2,911
4/22/2015	\$0.04	184,278	227,656	-43,378	Bullish Bias
4/21/2015	\$0.07	491,126	418,640	72,486	10,355
4/20/2015	\$0.14	706,526	869,695	-163,169	Bullish Bias
4/17/2015	\$0.26	716,415	803,175	-86,760	Bullish Bias
4/16/2015	\$0.18	276,817	143,409	133,408	7,412
4/15/2015	\$0.08	58,300	44,375	13,925	1,741
4/14/2015	\$0.00	36,000	55,217	-19,217	Bullish Bias
4/13/2015	-\$0.04	44,133	61,679	-17,546	-4,387
4/10/2015	-\$0.01	32,864	55,874	-23,010	-23,010
4/9/2015	-\$0.08	136,411	147,580	-11,169	-1,396
4/8/2015	\$0.02	58,733	14,468	44,265	22,133
4/7/2015	-\$0.02	66,929	49,740	17,189	Bearish Bias
4/6/2015	\$0.02	34,990	33,703	1,287	644
4/2/2015	\$0.03	45,117	17,492	27,625	9,208
4/1/2015	-\$0.03	46,121	84,167	-38,046	-12,682
3/31/2015	-\$0.02	85,301	66,150	19,151	Bearish Bias
3/30/2015	-\$0.01	41,562	70,032	-28,470	-28,470
3/27/2015	\$0.06	39,758	75,160	-35,402	Bullish Bias
3/26/2015	\$0.00	92,354	106,684	-14,330	Bullish Bias
3/25/2015	-\$0.06	58,746	86,689	-27,943	-4,657
3/24/2015	-\$0.04	26,948	101,043	-74,095	-18,524
3/23/2015	\$0.19	119,361	124,224	-4,863	Bullish Bias
3/20/2015	-\$0.08	137,879	138,302	-423	-53
3/19/2015	-\$0.02	71,203	143,617	-72,414	-36,207
3/18/2015	-\$0.04	101,232	151,316	-50,084	-12,521
3/17/2015	\$0.01	70,907	49,520	21,387	21,387
3/16/2015	-\$0.06	84,223	192,110	-107,887	-17,981
3/13/2015	-\$0.09	20,224	62,210	-41,986	-4,665
3/12/2015	\$0.03	74,280	66,633	7,647	2,549
3/11/2015	\$0.06	91,021	138,598	-47,577	Bullish Bias
3/10/2015	-\$0.06	67,730	101,417	-33,687	-5,615
3/9/2015	-\$0.15	112,086	214,021	-101,935	-6,796
3/6/2015	-\$0.09	130,130	224,329	-94,199	-10,467
3/5/2015	\$0.25	583,965	541,663	42,302	1,692
3/4/2015	\$0.22	259,069	121,981	137,088	6,231
3/3/2015	\$0.01	112,868	70,704	42,164	42,164

Valuation

Short Squeeze Value is a measure of a stock's current worth if a short squeeze occurs. XXII has a current squeeze value of \$3.82 per share. Squeeze Value is computed from the average positive Friction Factor of 8,457 shares. When dividing total short interest of 2,090,000 shares shorted by average Friction Factor we get a projected price move of \$2.47 The target price is $\$1.35 + \$2.47 = \$3.82$.

General Results

Past success in predictions regarding all predictions on the WealthMakers platform.

Our prediction engine has a track record that is second to none. See for our results.

Read Type	Avg Return	Avg Maturity Days	Hits	Misses	% Accurate
Insider	15.889	78.21	11588	562	95.37%
SqueezeTrigger	12.607	22.07	9216	589	93.99%
Valuation	14.484	26.96	4201	302	93.29%
Seasonality	7.317	15.19	49877	4715	91.36%
Group Correlation	6.522	14.76	4217	428	90.79%
PatternScan	8.536	11.5	180471	26478	87.21%
Events	6.906	11.24	4043	625	86.61%
Earnings	8.544	10.34	23589	4743	83.26%
GATS	5.377	7.88	61357	12508	83.07%
Naked Shorts	13.908	10.94	2665	690	79.43%
Friction Factor	7.172	3.63	6840	1961	77.72%

Recent Headlines

These Are the Only 2 Marijuana Stocks You Should Care About at TheStreet(Tue, Apr 21)

5 Stocks Under \$10 Set to Soar at TheStreet(Thu, Apr 16)

22nd Century Group Announces Launch of “0.0 mg Nicotine” MAGIC Cigarettes in Spain Business Wire(Thu, Apr 16)

Professor David Sweanor to Give Keynote Address at 22nd Century Group Annual Shareholder Meeting; Company Releases Letter to Shareholders Business Wire(Wed, Mar 25)

22ND CENTURY GROUP, INC. Files SEC form 8-K, Change in Directors or Principal Officers, Regulation FD Disclosure EDGAR Online(Tue, Mar 3)

22nd Century Group Names Henry Sicignano III Chief Executive Officer Business Wire(Tue, Mar 3)

22ND CENTURY GROUP, INC. Financials EDGAR Online Financials(Thu, Feb 12)

22ND CENTURY GROUP, INC. Files SEC form 8-K, Results of Operations and Financial Condition EDGAR Online(Fri, Feb 6)

22nd Century Group Files 2014 Annual Report And Announces Conference Call to Provide Business Update Business Wire(Fri, Feb 6)

22ND CENTURY GROUP, INC. Files SEC form 10-K, Annual Report EDGAR Online(Fri, Feb 6)

Chardan Capital Markets Has Bullish View On 22nd Century Group Following Recent Plant Tour Benzinga(Mon, Jan 26)

22nd Century Group Announces First Shipment of Smoker Friendly Private Label Cigarettes Business Wire(Thu, Jan 22)

22nd Century Group Announces First Shipments of RED SUN Cigarettes as a Participating Member of the MSA and Introduces Enhanced www.redsuncigarettes.com Consumer Website Business Wire(Tue, Jan 20)

22nd Century Group Establishes Trade Partners Program to Promote the Sale of RED SUN Cigarettes Business Wire(Mon, Jan 12)

22ND CENTURY GROUP, INC. Files SEC form 8-K, Other Events, Financial Statements and Exhibits EDGAR Online(Fri, Jan 9)

QUESTIONS?

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