

UNIVERSAL CORP /VA/
Form FWP
November 16, 2009

Issuer Free Writing Prospectus

Filed by: Universal Corporation

Pursuant to Rule 433 under the Securities Act of 1933

Registration Statement No. 333-155639

Final Term Sheet Dated November 16, 2009

Universal Corporation

\$100,000,000

6.250% Senior Notes due 2014

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| Issuer: | Universal Corporation |
| Common stock symbol: | UVV |
| Ratings*: | Ba2 (stable) by Moody's / BBB- (stable) by S&P |
| Size: | \$100,000,000 |
| Maturity Date: | December 1, 2014 |
| Coupon (Interest Rate): | 6.250% |
| Yield to Maturity: | 6.436% |
| Spread to Benchmark Treasury: | +425 basis points |
| Price to Public: | 99.208% |
| Benchmark Treasury: | 2.375% due October 31, 2014 |
| Benchmark Treasury Price and Yield: | 100-28 1/4 yielding 2.186% |
| Interest Payment Dates: | December 1 and June 1, beginning June 1, 2010 |
| Make Whole Call: | Treasury Rate plus 50 basis points |
| Trade Date: | November 16, 2009 |
| Settlement Date: | November 19, 2009 (T+3) |
| CUSIP / ISIN: | 913456 AG4 / US913456AG47 |
| Security Type: | SEC Registered |
| Sole Bookrunning Manager: | Deutsche Bank Securities Inc. |

Co-Managers:

J.P. Morgan Securities Inc., KeyBanc Capital Markets Inc., RBS Securities Inc. and SunTrust Robinson Humphrey, Inc.

The Issuer has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC Web site at www.sec.gov. Alternatively, the issuer, any underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it by calling Deutsche Bank Securities Inc. toll-free at 1-800-503-4611.

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