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FOR IMMEDIATE RELEASE

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Japanese Domestic Cigarette Sales Results for December 2012
(Preliminary Report)

Japan Tobacco Inc. (JT) (TSE: 2914) announced today a preliminary report of the Company's Japanese domestic cigarette sales results for December 2012.

(figures are rounded off)

	Fiscal year ended March 2012		Fiscal year ending March 2013	
	December 2011	April 2011 - December 2011	December 2012	April 2012 - December 2012
Sales Volume* (Billions of cigarettes)	10.8 (10.4%)	80.9 (-24.3%)	10.3 (-4.5%)	89.4 (10.5%)
Japanese Domestic Cigarette Revenue (Billions of Yen)	59.3 (9.8%)	444.7 (-4.0%)	56.6 (-4.6%)	492.0 (10.6%)

( ): net change in comparison to the same period in the previous year

* JT's market shares were as follows:

- 60.1% for December 2012
- 59.6% for April-December 2012
- 54.9% for the full year ended March 2012

The above figures are preliminarily reported on a management basis.

An announcement of the consolidated financial results is scheduled on January 31, 2013. The announcement includes the Japanese Domestic Tobacco Business performance for the third quarter of the fiscal year ending March 2013.

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Japan Tobacco Inc. is a leading international tobacco product company. Its products are sold in over 120 countries and its internationally recognized cigarette brands include Winston, Camel, Mild Seven and Benson & Hedges. With diversified operations, JT is also actively present in pharmaceuticals and foods. The company's revenue was ¥2.034 trillion (US$24,745 million(*)) in the fiscal year ended March 31, 2012.

**Translated at the rate of ¥82.19 per $1, as of March 30, 2012*

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