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FOR IMMEDIATE RELEASE

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— Aiming to become the number one global premium brand —

MILD SEVEN evolves to **MEVIUS**

Mevius will hit the Japanese domestic market in early February, 2013

Japan Tobacco Inc. (JT) (TSE: 2914) has announced that Mild Seven, one of JT Group's Global Flagship Brands,¹ will have a new brand name, Mevius, in the Japanese domestic market as of early February.

The Company will continue to offer further added value and satisfaction to consumers by actively increasing investment to enhance its brand equity as part of its mid- to long-term brand strategy, aiming for attaining the number one global premium brand position.

■ **No changes will be made to the flavor and aroma of our non-menthol products, but a new feature will be added to the 10 box products out of our basic lineup**

Consumers will still be able to enjoy the same popular smooth flavor and aroma of our non-menthol products after the rebranding.

Out of our 15 basic lineup² in the Japanese domestic market whose packages were redesigned ahead of the rebranding to give them a more sophisticated look, the Company will adopt "Clicklock" for the 10 box products, which makes a clicking sound when the lids are opened or closed. The redesigned packages, which feature contoured inner frames and other superior design features that embody thorough attention to detail and quality, have a look and feel commensurate with a premium brand.

■ **Menthol products will be rolled out as part of the "Mevius Premium Menthol" series, which uses 100% natural menthol**

With the introduction of the new brand name, the two Mild Seven menthol series, namely the Aqua and the Impact series, will be merged into the new 100% natural menthol series "Mevius Premium Menthol", which will be launched in early February with a new lineup.

"Mevius Premium Menthol" products offer a clear and refreshing flavor that immediately spreads in the mouth through the use of 100% natural menthol, while maintaining the smooth menthol sensation that is the characteristic of the Aqua and the Impact series.

■ **Mevius sets out on its journey to becoming the number one global premium brand**

Under the new Mevius brand name, the Company is committed to increasing consumer satisfaction by expanding and improving product lineups and developing brand equity, which is characterized by the smooth flavor and aroma. In doing so, Mevius is aiming to become the number one global premium brand.

¹ The eight Global Flagship Brands (GFB), namely Winston, Camel, Mild Seven, Benson & Hedges, Silk Cut, LD, Sobranie and Glamour, constitute the core of the JT Group's brand portfolio.

² Please refer to the product information

Product information of the Mevius brand as of early February, 2013

Name	Launched	Price (Yen)	Tar	Nicotine
Basic Products				
Mevius	June 1977	410	10mg	0.8mg
Mevius Box	October 1993	410	10mg	0.8mg
Mevius 100's Box	June 2009	410	10mg	0.8mg
Mevius Lights	July 1985	410	8mg	0.7mg
Mevius Lights Box	October 1994	410	8mg	0.7mg
Mevius Lights 100's Box	June 2009	410	8mg	0.7mg
Mevius Super Lights	July 1989	410	6mg	0.5mg
Mevius Super Lights Box	June 1994	410	6mg	0.5mg
Mevius Super Lights 100's Box	December 2006	410	6mg	0.5mg
Mevius Extra Lights	August 1998	410	3mg	0.3mg
Mevius Extra Lights Box	June 1995	410	3mg	0.3mg
Mevius Extra Lights 100's Box	June 1996	410	3mg	0.3mg
Mevius One	March 2003	410	1mg	0.1mg
Mevius One Box	December 1999	410	1mg	0.1mg
Mevius One 100's Box	February 1998	410	1mg	0.1mg
Non-Menthol Lineup Extensions				
Mevius D-SPEC Super Lights Box	December 2007	410	6mg	0.5mg
Mevius D-SPEC One 100's Box	January 2011	410	1mg	0.1mg
Mevius Style Plus 6	January 2012	410	6mg	0.5mg
Mevius Style Plus One	January 2012	410	1mg	0.1mg
Mevius Impact One 100's Box	May 2008	410	1mg	0.1mg
Menthol Lineup Extensions				
Mevius Premium Menthol 5	February 2013	410	5mg	0.4mg
Mevius Premium Menthol One	February 2013	410	1mg	0.1mg
Mevius Premium Menthol One 100's	February 2013	410	1mg	0.1mg

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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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