JAPAN TOBACCO INC.
2-1, Toranomon 2-chome, Minato-ku
Tokyo 105-8422 JAPAN
Phone:03-3582-3111

FOR IMMEDIATE RELEASE

Tokyo, February 20, 2013

100% natural menthol
"Mevius Premium Menthol", featuring a high purity refreshing sensation
Mevius Premium Menthol 8

To be rolled-out across Japan from mid-March

Japan Tobacco Inc. (JT) (TSE: 2914) announced today the addition of a new product to its 100% natural menthol Mevius Premium Menthol series: "Mevius Premium Menthol 8". This product is the first 8mg tar menthol product from Mevius, which will be rolled out across Japan from mid-March.

Following the design change and rebranding from Mild Seven to Mevius, the Company will seek to continue enhancing the brand's equity through product lineup extensions, with the long-term aim of attaining the number one global premium brand position.

■ A new addition to the 100% natural menthol Mevius Premium Menthol lineup
— New "Mevius Premium Menthol 8", with a clear and refreshing menthol flavor immediately spreading in the mouth

The menthol category in the Japanese domestic tobacco market has been growing*. In this developing category, Mevius is represented by "Mevius Premium Menthol", the new menthol series which uses 100% natural menthol.

Currently, the lineup consists of three products: "Mevius Premium Menthol One 100's" and "Mevius Premium Menthol One", both of which feature 1mg tar, and "Mevius Premium Menthol 5", containing 5mg tar. However, to expand the lineup to meet the demands of a greater number of customers, we will be launching "Mevius Premium Menthol 8", featuring 8mg tar.

The flavor and aroma will have the same clear and refreshing menthol sensation that immediately spreads in the mouth and characterizes products in the Mevius Premium Menthol series, through the use of 100% natural menthol, yet offering the impactful smoking experience of an 8mg tar product.

The package will retain the stylish design that emphasizes the characteristics of a clear and

strong natural menthol sensation with prominent lines evoking images of light emanating from natural menthol crystals on an emerald green background.

With the evolution of Mevius through the development of brand equity, the Company is committed to continually offering further added value and satisfaction to our customers.

*Internal research

Product information of the Mevius brand as of March 18, 2013

Name	Launched	Price (Yen)	Tar	Nicotine
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
Mevius Impact One 100’s Box	May 2008	410	1mg	0.1mg
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 Premium Menthol One 100’s	February 2013	410	1mg	0.1mg
Mevius Premium Menthol One	February 2013	410	1mg	0.1mg
Mevius Premium Menthol 5	February 2013	410	5mg	0.4mg
Mevius Premium Menthol 8	March 2013	410	8mg	0.7mg

###

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*

Contacts: Hideyuki Yamamoto, General Manager
Mahoko Tsuchiya, Manager
Media and Investor Relations Division
Japan Tobacco Inc.
Tokyo: +81-3-5572-4292
E-mail: jt.media.relations@jt.com