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FOR IMMEDIATE RELEASE

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Japanese Domestic Cigarette Sales Results for March 2013
(Preliminary Report)

Japan Tobacco Inc. (JT) (TSE: 2914) announced today a preliminary report of the Company's Japanese domestic cigarette sales results for March 2013.

(figures are rounded off)

	Fiscal year ended March 2012		Fiscal year ended March 2013	
	March 2012	April 2011 - March 2012	March 2013	April 2012 - March 2013
Sales Volume* (Billions of cigarettes)	10.1 (-3.0%)	108.4 (-19.5%)	9.7 (-3.6%)	116.2 (7.2%)
Japanese Domestic Cigarette Revenue (Billions of Yen)	55.6 (-3.4%)	596.6 (-3.3%)	53.4 (-4.0%)	639.5 (7.2%)

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

* JT's market shares were as follows:

- 60.0% for March 2013
- 59.6% for the full year ended March 2013
- 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 April 25, 2013. In the announcement we will be discussing the Japanese Domestic Tobacco Business performance for the fiscal year ended 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 brands include Winston, Camel, Mevius/Mild Seven and Benson & Hedges. With diversified operations, JT is also actively present in pharmaceuticals, beverages and processed 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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