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

FOR IMMEDIATE RELEASE

Tokyo, April 18, 2013

From the 100% natural menthol "Mevius Premium Menthol" series, "Mevius Premium Menthol Option"

featuring the "aroma-changing capsule"

To be rolled-out across Japan from mid-May 2013

Japan Tobacco Inc. (JT) (TSE: 2914) announced today the addition of new products to its 100% natural menthol Mevius Premium Menthol series: "Mevius Premium Menthol Option." The new products, to be rolled-out across Japan from the middle of May 2013, feature a capsule in the filter that releases a lightly-spreading and enjoyable aroma when the capsule is crushed.

With 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.

- **Crush the 'aroma-changing capsule' to release a light and enjoyable aroma!**

Three products in the "Mevius Premium Menthol Option" lineup to go on sale at the same time

The menthol category in the Japanese domestic tobacco market has been growing*. In this growing category, Mevius is represented by "Mevius Premium Menthol", the new menthol series which uses 100% natural menthol and currently consists of four products, and has been very well-received by consumers.

To expand the series to better meet the diversified demands of consumers, we will be launching the following three new additions to the Mevius Premium Menthol series, each of which features "aroma-changing capsule": "Mevius Premium Menthol Option One 100's," "Mevius Premium Menthol Option 5," and "Mevius Premium Menthol Option 8."

Before crushing the capsule, the cigarette gives you 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. After crushing the "aroma-changing capsule" in the filter, you can enjoy the lightly-spreading and enjoyable aroma.

* Internal research

The packages will retain the stylish design common to the series, featuring prominent lines evoking images of light emanating from natural menthol crystals, and will also feature purple rays coming from a capsule emblem, symbolizing the enjoyable aroma characteristic of the products.

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 consumers.

Product information of the Mevius brand as of May 13, 2013

Name	Launched	Price	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	February 2013	410	1mg	0.1mg
Mevius Premium Menthol One 100’s	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
Mevius Premium Menthol Option One 100’s	May 2013	410	1mg	0.1mg
Mevius Premium Menthol Option 5	May 2013	410	5mg	0.5mg
Mevius Premium Menthol Option 8	May 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 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*

Contacts: Ryohei Sugata, General Manager
Hisashi Sekiguchi, Manager
Media and Investor Relations Division
Japan Tobacco Inc. Tokyo: +81-3-5572-4292
E-mail: jt.media.relations@jt.com