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FOR IMMEDIATE RELEASE

Tokyo, July 25, 2013

Even cooler, even more stimulating "Pianissimo Icene Crista" and "Pianissimo Icene Gracia" Two redesigned products in the Pianissimo Icene line To be rolled out across Japan from late August 2013

Japan Tobacco Inc. (JT) (TSE: 2914) has announced the redesigning of "Pianissimo Icene Crista" and "Pianissimo Icene Gracia" to further increase consumer loyalty, while maintaining their flavor and aroma. The redesigned products will be rolled out across the country from late August 2013.

✧ Two Pianissimo Icene products to be redesigned

Pianissimo Icene, with its smooth taste and refreshingly ice-like menthol sensation, has been well received by many consumers. To enhance consumer loyalty, through further strengthening the brand equity of the Pianissimo Icene line, JT is redesigning "Pianissimo Icene Crista" and "Pianissimo Icene Gracia".

The new designs are simple and cool. The base tone is black and white, but the opening tape and inner frame* are accented with pink, creating a consistent feel for the Pianissimo Icene line. The overall look embodies a mature sophistication and the coldness of ice.

By redesigning of Pianissimo Icene Crista and Pianissimo Icene Gracia, JT hopes to enhance the brand equity of Pianissimo. The Company is committed to continually improving the quality of our products and services to better satisfy consumers.

Product information of the Pianissimo brand as of July 25, 2013

Name	Launched	Price (Yen)	Tar	Nicotine
Pianissimo Aria Menthol	August 1995	440	1mg	0.1mg
Pianissimo Pétil Menthol One	July 2005	440	1mg	0.1mg
Pianissimo Precia Menthol	November 2010	440	1mg	0.1mg
Pianissimo Precia Dia's Menthol	July 2012	440	6mg	0.4mg
Pianissimo Icene Crista	December 2009	440	1mg	0.1mg
Pianissimo Icene Gracia	August 2002	440	5mg	0.4mg
Pianissimo Lucia Menthol	February 2003	440	5mg	0.3mg
Pianissimo Fram Menthol One	October 2008	220	1mg	0.1mg
Pianissimo ViV Menthol	November 2011	440	6mg	0.5mg

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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 ¥2.120 trillion (US$22,543 million(*)) in the fiscal year ended March 31, 2013.

**Translated at the rate of ¥94.05 per $1, as of March 29, 2013*

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