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FOR IMMEDIATE RELEASE

Tokyo, August 16, 2013

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

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

(figures are rounded off)

	FY2012		FY2013	
	July 2012	April 2012 - July 2012	July 2013	April 2013 - July 2013
Sales Volume* (Billions of cigarettes)	10.2 (-18.5%)	39.5 (28.0%)	10.5 (3.3%)	39.8 (0.7%)
Japanese Domestic Cigarette Revenue (Billions of Yen)	55.9 (-18.8%)	217.7 (28.8%)	57.6 (2.9%)	218.5 (0.3%)

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

* JT's market shares were as follows:

- 60.7% for July 2013
- 60.6% for April-July 2013
- 59.6% for FY2012

The above figures are preliminarily reported on a management basis.

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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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