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FOR IMMEDIATE RELEASE

Tokyo, August 29, 2013

Japan's first cigarette with a "spread filter"!
"Mevius Premium Menthol Spread"
Three products to go on sale across Japan in early October

SPREAD FILTER

Japan Tobacco Inc. (JT) (TSE: 2914) has announced three new additions to the 100% natural menthol "Mevius Premium Menthol" lineup. The first in Japan* to feature "spread filters", "Mevius Premium Menthol Spread One 100's," "Mevius Premium Menthol Spread 5," and "Mevius Premium Menthol Spread 8" are to be rolled out across Japan in early October.

● **New filter delivers 3D menthol sensation, the first in Japan! Three "Mevius Premium Menthol Spread" products to be launched**

The "Mevius Premium Menthol Spread" series is a novel lineup of menthol products that have JT's unique new menthol dispersion filter, termed the "spread filter." At its tip this new filter features laser-punctured holes, that disperse the airflow in a previously unexperienced, wider pattern. As a result, consumers can enjoy the sensation of a clean and refreshing 100% natural menthol flavor spreading over the mouth, in addition to the tobacco aroma.

The packages adhere to the basic design of light emanating from natural menthol crystals common to all "Mevius Premium Menthol" products. They are distinguished by a green and yellow color schemes and design markings symbolizing the refreshing menthol aroma emanating from the spread filter and representing the menthol flavor gliding over the palate.

The Company will continue to enhance the brand equity of Mevius through product lineup extensions, with the long-term aim of becoming the number one global premium brand.

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* Internal research

Product information of the Mevius brand as of September 30, 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
Mevius Premium Menthol Spread One 100’s	September 2013	410	1mg	0.1mg
Mevius Premium Menthol Spread 5	September 2013	410	5mg	0.5mg
Mevius Premium Menthol Spread 8	September 2013	410	8mg	0.7mg

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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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