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FOR IMMEDIATE RELEASE

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1 mg cigarette providing impactful smoking experience

"Mevius Impact One 100's Box"

Renewed, sophisticated package design for our 1 mg cigarette
To be introduced throughout Japan from early November 2013

Japan Tobacco Inc. (JT) (TSE: 2914) has announced the redesigning of "Mevius Impact One 100's Box", while maintaining its flavor and aroma. The redesigned product will be gradually rolled out across Japan from early November 2013.

● 1 mg cigarette with rich providing impactful smoking experience!

"Mevius Impact One 100's Box"

"Mevius Impact One 100's Box" is a product made using selected Burley[*1] leaves to create a harmonious blend of richly flavored tobacco, which preserves the characteristic smooth flavor of the Mevius line.

The packages of the 15 core products[*3] of the Mevius[*2] lineup underwent a redesign in November 2012 and proved very popular with consumers. For this reason, and to increase consistency throughout the brand, "Mevius Impact One 100's Box" will have a newly designed package as well.

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The new design is modeled on that of the 15 core products in the Mevius lineup's, a visual representation of JT's constant commitment to evolve with the needs of its consumers. The adoption of silver as the background color is meant to symbolize that, although the product has just 1 mg of tar, it offers a rich flavor and impactful smoking experience.

The Company will continue to enhance and strengthen the brand equity of Mevius through changes such as the current package redesign, with the long-term aim of becoming the number one global premium brand.

*1 A type of leaf tobacco noted for producing a rich and full smoke sensation.
*2 Initially sold under the Mild Seven brand name.
*3 The total of 15 products comprising the soft pack, box, and 100's box versions of the Mevius (original), Mevius Lights, Mevius Super Lights, Mevius Extra Lights, and Mevius One products.

Product information of the Mevius brand as of October 8, 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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