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FOR IMMEDIATE RELEASE

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

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

(figures are rounded off)

	FY2012		FY2013	
	September 2012	April 2012 - September 2012	September 2013	April 2013 - September 2013
Sales Volume* (Billions of cigarettes)	9.5 (-2.8%)	59.6 (17.0%)	9.5 (0.0%)	59.6 (0.1%)
Japanese Domestic Cigarette Revenue (Billions of Yen)	52.2 (-2.9%)	328.0 (17.4%)	51.8 (-0.8%)	327.3 (-0.2%)

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

* JT's market shares were as follows:
- 60.6% for September 2013
- 60.6% for April-September 2013
- 59.6% for FY2012

The above figures are preliminarily reported on a management basis.

An announcement of the consolidated financial results is scheduled on October 31, 2013. The announcement includes the Japanese Domestic Tobacco Business performance for the second quarter of FY2013.

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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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