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FOR IMMEDIATE RELEASE

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

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

(figures are rounded off)

	FY2012		FY2013	
	October 2012	April 2012 - October 2012	October 2013	April 2013 - October 2013
Sales Volume* (Billions of cigarettes)	10.0 (4.2%)	69.5 (15.0%)	10.2 (2.0%)	69.8 (0.4%)
Japanese Domestic Cigarette Revenue (Billions of Yen)	54.8 (4.1%)	382.8 (15.3%)	55.8 (1.7%)	383.1 (0.1%)

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

* JT's market shares were as follows:

- 61.1% for October 2013
- 60.7% for April-October 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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