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FOR IMMEDIATE RELEASE

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Unique method of tobacco consumption, offering full tobacco taste and flavor

Ploom

And seven different packs of Ploom tobacco pods

To go on sale in Japan on 12 December 2013

Japan Tobacco Inc. (JT) (TSE: 2914) will launch[1] Ploom, the premium tobacco vaporizer, and tobacco pods for Ploom[2], providing a unique method of tobacco consumption, on December 12. Ploom heats single-serving tobacco pods with a battery-powered heating piece, allowing consumers to enjoy tobacco taste and flavor. Ploom pods will be available in six blends for consumers to choose from.

■Revolutionary product providing a complete new way of enjoying tobacco

Recently, the needs of smokers have become more diverse, requesting unique methods of tobacco consumption. To respond to these needs and even to exceed the expectations of consumers, the Company aims to provide them with a wider variety of choices not limited to existing concepts.

Ploom is a unique method of tobacco consumption, a revolutionary product. Unlike e-cigarettes, it heats real tobacco leaves in pods, releasing vapor,[3] which allows consumers to enjoy tobacco taste and flavor.
Since launch in Austria in May this year, JT International has introduced Ploom in Korea and Italy, where it has enjoyed a smooth start.

■Beautifully designed vaporizer and six types of Ploom pods providing variety of rich taste and flavor

The vaporizer is sleek, compact, portable, and comes in two colors – slate (black) and pearl (white). The pods will be available in six blends – “Gold for Ploom”, “Orchard for Ploom”, “Cooler for Ploom”, “Lugano for Ploom”, “Mevius for Ploom” and “Pianissimo for Ploom”. Additionally “Multipack for Ploom” – a 12-piece assortment pack of two pods of each blend will be available, thus constituting a total of seven different packs. Ploom delivers tobacco vapor, through the heating of real tobacco, offering full taste and flavor. Each pod can be used for about 10 to 15 minutes.

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1 From 12 December Ploom will be available at http://ploom.jp/, sold by JT Creative Service Co. Ltd., a subsidiary of JT.

2 Tobacco pod for Ploom is authorized as “Pipe Tobacco” by Japanese Ministry of Finance.

3 Vapor contains components derived from tobacco leaves

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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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Ploom product information as of December 2013

Category	Product	Launched	Price (yen)
Vaporizer	Ploom (black)	12 December, 2013	3,500
	Ploom (white)	12 December, 2013	3,500
Ploom pod	Gold for Ploom	12 December, 2013	460
	Orchard for Ploom	12 December, 2013	460
	Cooler for Ploom	12 December, 2013	460
	Lugano for Ploom	12 December, 2013	460
	Mevius for Ploom	12 December, 2013	460
	Pianissimo for Ploom	12 December, 2013	460
	Multipack for Ploom	12 December, 2013	460
Accessories	Mouthpiece 2-pack (black)	12 December, 2013	550
	Mouthpiece 2-pack (white)	12 December, 2013	550
	USB docking station (charger)	12 December, 2013	650
	Soft case	12 December, 2013	630