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D-SPEC and Style Plus become Mode

"Mevius Mode"

Two product lines to be integrated under a new stylish name with sophisticated new package designs
To be introduced throughout Japan from late January 2014

Japan Tobacco Inc. (JT) (TSE: 2914) has announced the integration of its Less Smoke Smell products, two from the Mevius D-SPEC line and two from the Mevius Style Plus line, into one product line. While the flavor and aroma of the products will remain the same, the new line will be renamed Mevius Mode, and feature an updated, more sophisticated package design. The redesigned products will be rolled out from late January, 2014.

● Two product lines are to be integrated under a new product name with redesigned packages

Mevius D-SPEC and the super slim Mevius Style Plus are products that retain the "smooth taste with a clean finish" unique to Mevius, and have allowed consumers to enjoy the products in a stylish manner through the use of Less Smoke Smell technologies.

In a move to make it clearer to consumers that both products are part of the Mevius Less Smoke Smell lineup, JT is integrating the Mevius D-SPEC and Mevius Style Plus product lines. The new product line name will feature the subname "Mode". The product packages will also be redesigned in order to impart a greater sense of consistency with the Mevius family already on the market.

The new design is coherent with that of the Mevius lineup's 15 core products*, a visual representation of brand' constant commitment to evolve with the needs of its consumers. The adoption of black as the background color, with bright gradations of purple and blue and the selective use of reflectiveness to symbolize the careful attention to texture, are intended to convey a sense of sophistication and premium value appropriate to Mevius' Less Smoke Smell lineup.

The Company will continue to strengthen the brand equity of Mevius with the long-term aim of becoming the number one global premium brand.

*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 February 2014

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 Mode 6	December 2007	410	6mg	0.5mg
Mevius Mode One 100’s	January 2011	410	1mg	0.1mg
Mevius Mode Style Plus 6	January 2012	410	6mg	0.5mg
Mevius Mode 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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