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FOR IMMEDIATE RELEASE

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Notice Concerning the Starting Date of Ploom Online Sales

Japan Tobacco Inc. (JT) (TSE: 2914) would like to amend the information regarding the start of online sales of Ploom vaporizers and tobacco pods for Ploom announced in its press release of November 28, 2013. The sales through the web-based "Ploom Online Shop" operated by JT Creative Service Co. Ltd. were set to start on December 12, 2013. However, due to unexpected technical difficulties the sales will now start subject to the system error solution. The new sales date of Ploom vaporizers and tobacco pods for Ploom will be announced on the Company's corporate website. The Company regrets any inconveniences that may have been caused by this delay.

Ploom online shop: http://ploom.jp/

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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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