JAPAN TOBACCO INC.
2-1, Toranomon 2-chome, Minato-ku
Tokyo 105-8422 JAPAN
Phone:03-3582-3111

FOR IMMEDIATE RELEASE

Tokyo, December 13, 2013

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

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

(figures are rounded off)

	FY2012		FY2013	
	November 2012	April 2012 - November 2012	November 2013	April 2013 - November 2013
Sales Volume* (Billions of cigarettes)	9.6 (-0.8%)	79.1 (12.8%)	9.5 (-0.9%)	79.3 (0.3%)
Japanese Domestic Cigarette Revenue (Billions of Yen)	52.6 (-1.2%)	435.4 (13.0%)	52.0 (-1.1%)	435.1 (-0.1%)

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

* JT's market shares were as follows:

- 60.9% for November 2013
- 60.7% for April-November 2013
- 59.6% for FY2012

The above figures are preliminarily reported on a management basis.

###

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*

Contacts: Ryohei Sugata, General Manager
Mahoko Tsuchiya, Manager
Media and Investor Relations Division
Japan Tobacco Inc.
Tokyo: +81-3-5572-4292
E-mail: jt.media.relations@jt.com