JAPAN TOBACCO INC.
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FOR IMMEDIATE RELEASE

Tokyo, December 24, 2013

Notice Concerning the New Starting Date of Ploom Online Sales

Japan Tobacco Inc. (JT) (TSE: 2914) would like to announce the new date of online sales of Ploom vaporizers and tobacco pods for Ploom in Japan. Originally set on 12 December, 2013, the starting date was postponed due to unexpected technical difficulties.

The sales through the web-based "Ploom Online Shop" operated by JT Creative Service Co. Ltd. will start at 1500 hrs on December 24. 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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