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

FOR IMMEDIATE RELEASE

Tokyo, January 15, 2014

A more luxurious new design while preserving flavor and aroma

"Peace Lights Box" and "Peace Super Lights Box"

To be rolled out across Japan from mid-February 2014

Japan Tobacco Inc. (JT) (TSE: 2914) has announced the redesigning of two products, "Peace Lights Box" and "Peace Super Lights Box." The new design will impart a heightened sense of luxury, while flavor and aroma will remain unchanged. The redesigned products will be rolled out across Japan from mid-February.

● Known for their rich aroma and flavor, Peace products will see a new design featuring traditional navy blue

Peace is a long-selling premium brand known for the unique flavor of the high quality Virginia tobacco leaves, a variety known for its rich aroma. The brand has been very popular with consumers ever since its launch as "Peace (10)" in 1946.

To enhance the loyalty of long-term consumers and to broaden the appeal of the Peace brand to even more consumers, JT is giving "Peace Lights Box" and "Peace Super Lights Box" a new design, while retaining the products' flavor and aroma.

The new design features the golden dove emblem and Peace logo with a radiating pattern representing dove feathers on the traditional navy blue of the brand. While preserving the iconic image, it will impart a greater sense of luxury to the products.

To make it easier to distinguish between the two products, "Peace Lights Box" will have a gold band at the top of the package, while "Peace Super Lights Box" will have a silver one.

The Company is committed to continually improving the quality of our products and services to better satisfy consumers, including the redesign of the "Peace" products.

Product information of the Peace brand as of January 15, 2014

Name	Launched	Price	Tar	Nicotine
Peace (50)	July 1949	1,100	28mg	2.3mg
Peace (10)	January 1946	220	28mg	2.3mg
Peace (20)	February 1965	440	21mg	1.9mg
Peace Lights Box	October 1991	440	10mg	0.9mg
Peace Super Lights Box	October 1996	440	6mg	0.5mg
The Peace	February 2012	1,000	10mg	1.0mg
Peace Infinity	October 2006	470	8mg	0.7mg

###

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
Dmitry Krivtsov, Associate General Manager
Media and Investor Relations Division
Japan Tobacco Inc.
Tokyo: +81-3-5572-4292
E-mail: jt.media.relations@jt.com