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**FOR IMMEDIATE RELEASE**

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A 1mg cigarette whose flavor and aroma can be made lighter by the ADJUSTABLE® filter

# "Mevius Control One"

To be launched in mid-February in Fukuoka, Nagasaki, and Saga

Japan Tobacco Inc. (JT) (TSE: 2914) has announced the launch of "Mevius Control One", which will feature the ADJUSTABLE® filter[1] that can be used to vary tar levels. This new product will go on sale in Japan in the prefectures of Fukuoka, Nagasaki, and Saga in mid-February.

The Mevius brand, since its launch in June 1977 as "Mild Seven", has been a favorite with many of our consumers and one of the few truly major brands in Japan. In 1978 the brand reached the No.1 slot[2] in share of domestic tobacco sales, a position it has kept for over 30 years.

## ● "Mevius Control One", a 1mg cigarette whose flavor and aroma can be made lighter!

"Mevius Control One", which offers a smooth and clear taste, is a 1mg product that features the ADJUSTABLE® filter that can be used to vary tar levels. If you rotate the filter so that the arrow on the filter moves from "MAX" to "min" (see figure), it changes the volume of air flow into the filter, making the flavor and aroma lighter[3].

This product is to meet our consumers' diversifying needs, such as the desire to enjoy a lighter flavor and aroma, or to be able to change the strength of the taste according to their mood at different times.

The new design is modeled on that of the 15 core products in the Mevius lineup[4], a visual representation of JT's constant commitment to evolve with the needs of its consumers. The characteristic of the product, namely that the flavor and aroma can be made lighter, is represented by curved lines inspired by the changing lights in an aurora. To communicate the fact that the product features the ADJUSTABLE® filter, the package shows illustrations of the filter on the front and back.

The Company will continue to enhance the brand equity of Mevius through product lineup extensions, with the long-term aim of becoming the number one global premium brand.

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[1] "ADJUSTABLE" is JT's registered trademark in Japan.

[2] Based on the Tobacco Institute of Japan research.

[3] Making the flavor and aroma of this product lighter does not reduce its health effects.

[4] A 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 17, 2014

| Name | Launched | Price(Yen) | 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 |
| Mevius Control One | February 2014 | 440 | 1mg | 0.1mg |

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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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