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JT Applies to Amend Prices of Japanese Domestic Tobacco Products in Response to the Consumption Tax Increase

Japan Tobacco Inc. (JT) (TSE: 2914) announced today that it has applied to the Minister of Finance for approval* to amend the list prices of its domestic tobacco products in conjunction with the planned consumption tax (value-added tax) increase on April 1, 2014.

According to the application, prices will be increased in most cases by ¥10 or by ¥20 per pack. The Company's proposal reflects the tax rate increase in the weighted average price of its products as a whole.

The Company has applied for the list price amendment of 107 products, including 92 out of 93 cigarette products, four out of 12 snuff products (including refill cartridges), all seven pipe tobacco products (tobacco pods for Ploom) and all four cut tobacco products. Prices of some products, such as "The Peace", will remain unchanged.

The new list prices will take effect on April 1, 2014, following approval by the Minister of Finance.

The Company is committed to continually improving the quality of our products to better satisfy consumers.

Price Amendment of Representative Cigarette Brands

Unit: Yen

Representative Brands	Current Price	New Price
Seven Stars and Peace	440	460
Pianissimo	440	450
Mevius	410	430
Caster and Cabin	410	420
Hope	220	230

* In Japan, under the Tobacco Business Act, list prices for any tobacco products must be approved by the Minister of Finance. Retailers are permitted to sell tobacco products only at list prices approved by the Minister of Finance.

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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(Appendix)

No.	Category	Name	Current Price	New Price	Sticks/pack
1	Cigarettes	Mevius	410	430	20
2	Cigarettes	Mevius Box	410	430	20
3	Cigarettes	Mevius 100’s Box	410	430	20
4	Cigarettes	Mevius Lights	410	430	20
5	Cigarettes	Mevius Lights Box	410	430	20
6	Cigarettes	Mevius Lights 100’s Box	410	430	20
7	Cigarettes	Mevius Super Lights	410	430	20
8	Cigarettes	Mevius Super Lights Box	410	430	20
9	Cigarettes	Mevius Super Lights 100’s Box	410	430	20
10	Cigarettes	Mevius Extra Lights	410	430	20
11	Cigarettes	Mevius Extra Lights Box	410	430	20
12	Cigarettes	Mevius Extra Lights 100’s Box	410	430	20
13	Cigarettes	Mevius One	410	430	20
14	Cigarettes	Mevius One Box	410	430	20
15	Cigarettes	Mevius One 100’s Box	410	430	20
16	Cigarettes	Mevius Impact One 100’s Box	410	430	20
17	Cigarettes	Mevius Mode 6	410	430	20
18	Cigarettes	Mevius Mode One 100’s	410	430	20
19	Cigarettes	Mevius Mode Style Plus 6	410	430	20
20	Cigarettes	Mevius Mode Style Plus One	410	430	20
21	Cigarettes	Mevius Premium Menthol 8	410	430	20
22	Cigarettes	Mevius Premium Menthol 5	410	430	20
23	Cigarettes	Mevius Premium Menthol One	410	430	20
24	Cigarettes	Mevius Premium Menthol One 100’s	410	430	20
25	Cigarettes	Mevius Premium Menthol Option 8	410	430	20
26	Cigarettes	Mevius Premium Menthol Option 5	410	430	20
27	Cigarettes	Mevius Premium Menthol Option One 100’s	410	430	20
28	Cigarettes	Mevius Premium Menthol Spread 8	410	430	20
29	Cigarettes	Mevius Premium Menthol Spread 5	410	430	20
30	Cigarettes	Mevius Premium Menthol Spread One 100’s	410	430	20
31	Cigarettes	Mevius Control One	440	460	20
32	Cigarettes	Seven Stars	440	460	20
33	Cigarettes	Seven Stars Box	440	460	20
34	Cigarettes	Seven Stars Medium Box	440	460	20

35	Cigarettes	Seven Stars Lights Box	440	460	20
36	Cigarettes	Seven Stars Solid Box	440	460	20
37	Cigarettes	Seven Stars Real Rich	440	460	20
38	Cigarettes	Seven Stars Real Smoke	440	460	20
39	Cigarettes	Seven Stars Deep Menthol Box	440	460	20
40	Cigarettes	Seven Stars Solid Menthol Box	440	460	20
41	Cigarettes	Seven Stars Alaska Menthol Box	440	460	20
42	Cigarettes	Seven Stars Cutting Menthol	440	460	20
43	Cigarettes	Seven Stars Menthol Snap Box	440	460	20
44	Cigarettes	Caster Mild	410	420	20
45	Cigarettes	Caster Mild Box	410	420	20
46	Cigarettes	Caster Super Mild	410	420	20
47	Cigarettes	Caster Super Mild Box	410	420	20
48	Cigarettes	Caster One Box	410	420	20
49	Cigarettes	Caster One 100’s Box	410	420	20
50	Cigarettes	Caster Frontier One Box	410	420	20
51	Cigarettes	Cabin Mild Box	410	420	20
52	Cigarettes	Cabin Super Mild Box	410	420	20
53	Cigarettes	Cabin Ultra Mild Box	410	420	20
54	Cigarettes	Cabin One Tasty 100’s Box	410	420	20
55	Cigarettes	Cabin Roast Blend 100’s Box	410	420	20
56	Cigarettes	Peace (10)	220	230	10
57	Cigarettes	Peace (20)	440	460	20
58	Cigarettes	Peace (50)	1,100	1,150	50
59	Cigarettes	Peace Lights Box	440	460	20
60	Cigarettes	Peace Super Lights Box	440	460	20
61	Cigarettes	Peace Infinity	470	490	20
62	Cigarettes	Hope (10)	220	230	10
63	Cigarettes	Hope Lights	220	230	10
64	Cigarettes	Hope Super Lights	220	230	10
65	Cigarettes	Hope Menthol	220	230	10
66	Cigarettes	Hi-Lite	410	420	20
67	Cigarettes	Hi-Lite Menthol	410	420	20
68	Cigarettes	Winston Filters	400	420	20
69	Cigarettes	Winston Ultra One 100’s Box	400	420	20
70	Cigarettes	Winston Lights 6 Box	400	420	20
71	Cigarettes	Winston XS Inazma Menthol 8 Box	410	420	20

72	Cigarettes	Winston XS Inazma Menthol One Box	410	420	20
73	Cigarettes	Pianissimo Aria Menthol	440	450	20
74	Cigarettes	Pianissimo Pétil Menthol One	440	450	20
75	Cigarettes	Pianissimo Lucia Menthol	440	450	20
76	Cigarettes	Pianissimo Icene Gracia	440	450	20
77	Cigarettes	Pianissimo Icene Crista	440	450	20
78	Cigarettes	Pianissimo Icene Spike	440	450	20
79	Cigarettes	Pianissimo Fram Menthol One	220	230	10
80	Cigarettes	Pianissimo Precia Menthol	440	450	20
81	Cigarettes	Pianissimo Precia Dia’s Menthol	440	450	20
82	Cigarettes	Pianissimo ViV Menthol	440	450	20
83	Cigarettes	Camel Black Box	440	450	20
84	Cigarettes	Camel White Box	440	450	20
85	Cigarettes	Bevel Lights	440	450	20
86	Cigarettes	Salem Lights Box	440	450	20
87	Cigarettes	Wakaba	250	260	20
88	Cigarettes	Echo	240	250	20
89	Cigarettes	Uruma	250	260	20
90	Cigarettes	Violet	240	250	20
91	Cigarettes	Shinsei	240	250	20
92	Cigarettes	Golden Bat	200	210	20
93	Snuff tobacco	Zerostyle Stix Blue Mint	410	420	3.6
94	Snuff tobacco	Zerostyle Stix Brown Flavor	410	420	3.3
95	Snuff tobacco	Zerostyle Snus Regular	380	390	4.0
96	Snuff tobacco	Zerostyle Snus Mint	380	390	4.0
97	Cut tobacco	Koiki	360	380	10.0
98	Cut tobacco	Koiki Matsukawa Kizami	360	380	10.0
99	Cut tobacco	Koiki Daruma Kizami	360	380	10.0
100	Cut tobacco	Koiki Izumi Kizami	360	380	10.0
101	Pipe tobacco	Lugano for Ploom	460	480	5.6
102	Pipe tobacco	Orchard for Ploom	460	480	5.6
103	Pipe tobacco	Gold for Ploom	460	480	5.6
104	Pipe tobacco	Cooler for Ploom	460	480	5.6
105	Pipe tobacco	Mevius for Ploom	460	480	5.6
106	Pipe tobacco	Pianissimo for Ploom	460	480	5.6
107	Pipe tobacco	Multipack for Ploom	460	480	5.6

No	Category	Name	Current Price	New Price	Sticks/Pack
108	Cigarettes	The Peace	1,000	1,000	20
109	Snuff tobacco	Zerostyle Stix Blue Mint refill pack (1 cartridge)	150	150	1.8
110	Snuff tobacco	Zerostyle Stix Blue Mint refill pack (2 cartridges)	300	300	3.6
111	Snuff tobacco	Zerostyle Stix Brown Flavor refill pack (1 cartridge)	150	150	1.6
112	Snuff tobacco	Zerostyle Stix Brown Flavor refill pack (2 cartridges)	300	300	3.3
113	Snuff tobacco	Zerostyle Stix Pink Flavor refill pack (1 cartridge)	150	150	1.7
114	Snuff tobacco	Zerostyle Stix Pink Flavor refill pack (2 cartridges)	300	300	3.5
115	Snuff tobacco	Zerostyle Stix Green Mint refill pack (1 cartridge)	150	150	1.6
116	Snuff tobacco	Zerostyle Stix Green Mint refill pack (2 cartridges)	300	300	3.3

*Snuff, pipe and cut tobacco is indicated in grams per pack