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FOR IMMEDIATE RELEASE

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Japanese Domestic Cigarette Sales Results for January 2014 (Preliminary Report)

Japan Tobacco Inc. (JT) (TSE: 2914) announced today a preliminary report of the Company's Japanese domestic cigarette sales results for January 2014.

(figures are rounded off)

	FY2012		FY2013	
	January 2013	April 2012 - January 2013	January 2014	April 2013 - January 2014
Sales Volume* (Billions of cigarettes)	8.5 (-0.8%)	97.9 (9.4%)	8.8 (3.6%)	98.5 (0.6%)
Japanese Domestic Cigarette Revenue (Billions of Yen)	46.7 (-0.7%)	538.7 (9.6%)	48.3 (3.4%)	540.4 (0.3%)

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

* JT's market shares were as follows:

- 60.7% for January 2014
- 60.8% for April 2013 - January 2014
- 59.6% for FY2012

The above figures are preliminarily reported on a management basis.

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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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