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

FOR IMMEDIATE RELEASE

Tokyo, March 13, 2014

Deep Aroma and Rich Taste of Ripened Tobacco Leaves

"Seven Stars Menthol 12 Box"
"Seven Stars Menthol 8 Box"
"Seven Stars Menthol 5 Box"

To be rolled out nationwide from mid-April 2014

Japan Tobacco Inc. (JT) (TSE: 2914) has announced the nationwide launch of three new products from the Seven Stars line, one of the most prominent brands in Japan, from mid-April 2014. The new products, "Seven Stars Menthol 12 Box", "Seven Stars Menthol 8 Box" and "Seven Stars Menthol 5 Box", offer deep aroma and rich taste, achieved by a blend which includes ripened tobacco leaves.

Since its launch in 1969, the Seven Stars brand has consistently offered unique value in terms of flavor, aroma and design, and has been favored by many consumers as a result. With 12 products currently in the Seven Stars lineup including "Seven Stars" in the No.1 slot for domestic tobacco sales figures*, the brand is now one of the most popular in Japan.

★ Three new products featuring a blend which includes rare ripened tobacco leaves, enhancing the menthol taste

The Seven Stars brand is known for its robust smoking sensation and deep flavor. The new "Seven Stars Menthol 12 Box", "Seven Stars Menthol 8 Box" and "Seven Stars Menthol 5 Box" feature a blend which includes ripened tobacco leaves, which are ripened to a more advanced degree and are only available in limited quantities compared with ordinary tobacco leaves. The ripened leaves are characterized by their deep roasted aroma, sharp flavor and rich smoke sensation, adding depth to the product's flavor and aroma as well as enhancing its menthol taste.

The package design adopts the basic Seven Stars design. A gradation of deep green tones representing the enhanced menthol taste and robust tobacco flavor with golden hues symbolizing the refined flavor of rare ripened tobacco leaves heighten the classic sophistication of the package.

The Company is committed to continually improving the quality of its products and services to better satisfy consumers, including the launch of "Seven Stars Menthol 12 Box", "Seven Stars Menthol 8 Box" and "Seven Stars Menthol 5 Box".

* According to annual sales figures from the Tobacco Institute of Japan (FY2012)

Product information of the Seven Stars brand as of April 14, 2014

Name	Launched	Price(Yen)	Tar	Nicotine
Seven Stars	February 1969	460	14mg	1.2mg
Seven Stars Box	August 1995	460	14mg	1.2mg
Seven Stars Medium Box	May 1990	460	10mg	0.8mg
Seven Stars Lights Box	July 2004	460	7mg	0.6mg
Seven Stars Solid Box	February 2011	460	7mg	0.7mg
Seven Stars Cutting Menthol	August 2011	460	7mg	0.6mg
Seven Stars Real Rich	December 2013	460	14mg	1.2mg
Seven Stars Real Smoke	December 2013	460	14mg	1.2mg
Seven Stars Menthol 12 Box	April 2014	460	12mg	0.9mg
Seven Stars Menthol 8 Box	April 2014	460	8mg	0.7mg
Seven Stars Menthol 5 Box	April 2014	460	5mg	0.5mg
Seven Stars Deep Menthol Box*	February 2011	460	12mg	0.9mg
Seven Stars Solid Menthol Box*	February 2011	460	7mg	0.6mg
Seven Stars Alaska Menthol Box*	December 2008	460	5mg	0.4mg
Seven Stars Menthol Snap Box*	September 2012	460	7mg	0.7mg

*"Seven Stars Deep Menthol Box", "Seven Stars Solid Menthol Box", "Seven Stars Alaska Menthol Box" "Seven Stars Menthol Snap Box" will be discontinued once the stock is sold out.

###

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