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FOR IMMEDIATE RELEASE

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Three products with a light, gentle aroma to feature a new, uniform design

“Pianissimo Lucia Menthol”
“Pianissimo Pétil Menthol One”
“Pianissimo Fram Menthol One”

To be rolled out across Japan from early May 2014

Japan Tobacco Inc. (JT) (TSE: 2914) has announced the redesigning of three Pianissimo products, namely “Pianissimo Lucia Menthol,” “Pianissimo Pétil Menthol One,” and “Pianissimo Fram Menthol One,” with no changes to the flavor and aroma. The new design will be rolled out across Japan from early May 2014.

Pianissimo boasts a product lineup offering a range of flavor and aroma, functionality, and designs to meet the needs of consumers, and is a popular menthol brand.

★The soft pearl sheen and color gradations are a visual expression of the products’ aroma

The three products to be redesigned, namely “Pianissimo Lucia Menthol,” “Pianissimo Pétil Menthol One,” and “Pianissimo Fram Menthol One,” all share a smooth, unassertive menthol flavor and light, gentle aroma.

To enhance the appeal of these three products and to increase brand loyalty, JT is giving them a new design, one that is inspired by their aroma.

The new design is based on the current color scheme but will feature a soft pearl sheen and color gradations to represent the light, gentle aroma of the products. The design imparts a look of consistency among the three products, adding a greater sense of presence to the lineup.

The Company is committed to continually improving the quality of its products and services to better satisfy consumers, including the redesign of the three Pianissimo products.

Product information of the Pianissimo brand as of April 3, 2014

Name	Launched	Price (Yen)	Tar	Nicotine
Pianissimo Aria Menthol	August 1995	450	1mg	0.1mg
Pianissimo Precia Menthol	November 2010	450	1mg	0.1mg
Pianissimo Pétil Menthol One	July 2005	450	1mg	0.1mg
Pianissimo Fram Menthol One	October 2008	230	1mg	0.1mg
Pianissimo Lucia Menthol	February 2003	450	5mg	0.3mg
Pianissimo Icene Gracia	August 2002	450	5mg	0.4mg
Pianissimo Icene Crista	December 2009	450	1mg	0.1mg
Pianissimo Icene Spike	January 2014	450	6mg	0.5mg
Pianissimo ViV Menthol	November 2011	450	6mg	0.5mg
Pianissimo Precia Dia's Menthol	July 2012	450	6mg	0.4mg

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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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