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FOR IMMEDIATE RELEASE

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Two products from the Winston line to be relaunched as XS series

"Winston XS 6 Box"
"Winston XS One 100's Box"

To be rolled out across Japan from mid-July 2014

Japan Tobacco Inc. (JT) (TSE: 2914) has announced that "Winston Lights 6 Box" and "Winston Ultra One 100's Box" will be relaunched as "Winston XS 6 Box" and "Winston XS One 100's Box", which will be rolled out across Japan from mid-July 2014.

- **Two products from the Winston line to be relaunched as the XS series with a smooth, delicate and refined taste!**

Winston is an historic brand, first launched in the United States in 1954. As one of the JT Group's Global Flagship Brands[1] driving the growth of its International Tobacco Business, Winston is the world's second largest cigarette brand[2], available in over 100 countries[3] including Japan. The XS series, launched by Winston in 2009, has enjoyed rapid growth in many markets worldwide, powering the success of the brand today.

To offer the XS series' smooth, delicate and refined taste to a wider range of consumers, JT is relaunching "Winston Light 6 Box" and "Winston Ultra One 100's Box" as XS series products. The products offer a smoother, finer flavor with a subtly sweet aftertaste, while maintaining the distinctive and balanced taste characteristic of Winston products. LSS technologies[4] have also been incorporated to reduce the smoke smell.

Based on the global design of the XS series, the package design features the name "XS" printed boldly in blue or gold, creating a stylish and modern image.

The Company is committed to continually improving the quality of our products and services to better satisfy consumers, including the relaunch of the two Winston products.

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[1] The eight Global Flagship Brands (GFB), namely Winston Camel, Mevius, Benson & Hedges, Silk Cut, LD, Sobranie and Glamour, constitute the core of the JT Group's brand portfolio.
[2] Euromonitor (2013)
[3] Internal data (December 2013)
[4] LSS(Less Smoke Smell) is the JT technology which is used to reduce the cigarette smoke smell. LSS is another name for D-spec, which refers to the same technology used in a variety of JT products marketed in Japan.

Product information of the Winston brand as of July 14, 2014

Name	Launched	Price (Yen)	Tar	Nicotine
Winston	December 1957	420	12mg	0.9mg
Winston XS 6 Box (Relaunched mid-July 2014)	June 2010	420	6mg	0.5mg
Winston XS One 100's Box (Relaunched mid-July 2014)	June 2010	420	1mg	0.1mg
Winston XS Inazma Menthol 8 Box	May 2012	420	8mg	0.7mg
Winston XS Inazma Menthol One Box	May 2012	420	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 cigarette brands include Winston, Camel, Mevius and Benson & Hedges. With diversified operations, JT is also actively present in pharmaceuticals, beverages and processed foods. The company's revenue was ¥2.399 trillion (US$23,318 million(*)) in the fiscal year ended March 31, 2014.

**Translated at the rate of ¥102.92 per $1, as of March 31, 2014*

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