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

FOR IMMEDIATE RELEASE

Tokyo, July 25, 2014

A lavish blend of select Virginia tobacco leaves for an even richer aroma

"Peace Aroma Royal 100's Box" and "Peace Aroma Crown 100's Box"

To be launched nationwide in early September 2014

Japan Tobacco Inc. (JT) (TSE: 2914) has announced that it will launch two new products in the Peace line, "Peace Aroma Royal 100's Box" (10 mg) and "Peace Aroma Crown 100's Box" (6 mg) nationwide in early September 2014. These two new products are made with a lavish blend of select Virginia tobacco leaves, offering an even richer aroma that the Peace brand is known for.

Peace has been a long-selling premium brand whose aroma has made it very popular among consumers ever since its launch as "Peace (10)" in 1946.

★ **Two new products in the Peace line, both made with a lavish blend of select Virginia tobacco leaves to be launched!**

"Peace Aroma Royal 100's Box" and "Peace Aroma Crown 100's Box" were developed from a desire to offer consumers a more luxurious and relaxing smoking experience, one in which they can savor Peace's renown rich flavor and aroma. To be sold in boxes of 20 cigarettes for ¥500 per box, these new products are made from a lavish blend of select Virginia tobacco leaves. JT is committed to ensuring high quality for all aspects of the production process, from the selection of the tobacco leaves and blending, to the flavoring, processing, and packaging for these new products.

Virginia tobacco is famous for its distinguished sweet aromas, with rich and savory tobacco flavors, and is lavishly blended for the new products. These pleasant qualities are fully brought out in the products by expert blenders. In addition, flavored ingredients are carefully chosen to complement the unique aroma of the Virginia leaves. A "new trimming process" offers an even richer aroma, with no roughness, by flash heating the fine cut tobacco.

The new products provide customers with a solid smoke sensation, rich flavor, luxurious and sophisticated aroma that are more worthy of the Peace brand name.

The packages use the traditional design of the iconic golden dove emblem on a navy blue background and also features a deeper and more lustrous texture. The packages are covered with an embossed-like background reminiscent of a fine timepiece, which further imparts a sense of sophistication and luxury to the design.

To make it easier to distinguish between the two products, “Peace Aroma Royal 100’s Box” features a gold band at the top, and “Peace Aroma Crown 100’s Box” a silver band.

The Company is committed to continually improving the quality of its products and services to better satisfy consumers, including the launching of these two new products.

Product information of the Peace brand as of September 1, 2014

Name	Launched	Price (Yen)	Tar	Nicotine
Peace (50)	July 1949	1,150	28mg	2.3mg
Peace (10)	January 1946	230	28mg	2.3mg
Peace (20)	February 1965	460	21mg	1.9mg
Peace Lights Box	October 1991	460	10mg	0.9mg
Peace Super Lights Box	October 1996	460	6mg	0.5mg
Peace Infinity	October 2006	490	8mg	0.7mg
The Peace	February 2012	1,000	10mg	1.0mg
Peace Aroma Royal 100’s Box	September 2014	500	10mg	1.0mg
Peace Aroma Crown 100’s Box	September 2014	500	6mg	0.6mg

###

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*

Contacts: Ryohei Sugata, General Manager
Hisashi Sekiguchi, Associate General Manager
Media and Investor Relations Division
Japan Tobacco Inc.
Tokyo: +81-3-5572-4292
E-mail: jt.media.relations@jt.com