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FOR IMMEDIATE RELEASE

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A completely redesigned, more elegant

Pianissimo Precia Dia's Menthol

To be rolled out across Japan in mid-September 2014

Japan Tobacco Inc. (JT) (TSE: 2914) has announced a complete redesign of Pianissimo Precia Dia's Menthol. All new Pianissimo Precia Dia's Menthol will be rolled out nationwide in mid-September 2014.

Pianissimo boasts a product lineup offering a range of smoking feel, functionality, and designs to meet the needs of our consumers, making it one of the most popular menthol brands on the market. The Pianissimo Precia series offers an elegantly designed super slim (5 mm in diameter) menthol cigarette.

✧ Just the right menthol sensation with a luxurious aroma, in a redesigned, more elegant package

In addition to better satisfying the needs of our consumers, JT hopes to give Pianissimo Precia Dia's Menthol an even broader appeal. To that purpose, the Company is giving the product a complete redesign, changing the flavor, aroma, tar and nicotine levels, and packaging.

While Pianissimo will keep its smooth and unassertive traits, it will feature a new flavor, one marked by a menthol sensation that is neither too weak nor too strong, and an aroma that is luxurious but characterized by a graceful restraint. The amount of tar will be reduced from 6 mg to 5 mg, and the nicotine from 0.4 mg to 0.3 mg.

The new package design will be more elegant, featuring a graceful and calm royal blue background, with a motif of gold accessories underscoring the fact that it is a premium product. In addition, JT aims to enhance the presence of the Precia series by adopting a common design scheme across the Precia Menthol lineup.

The Company is committed to continually improving the quality of our products and services to better satisfy consumers, including the redesigning of Pianissimo Precia Dia's Menthol.

Product information of the Pianissimo brand as of September 15, 2014

Name	Launched	Price (Yen)	Tar	Nicotine
Pianissimo Aria Menthol	August 1995	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 Precia Menthol	November 2010	450	1mg	0.1mg
Pianissimo Precia Dia's Menthol	July 2012	450	5mg	0.3mg

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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 ¥2.400 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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