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

FOR IMMEDIATE RELEASE

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Japanese Domestic Cigarette Sales Results for September 2014 (Preliminary Report)

Japan Tobacco Inc. (JT) (TSE: 2914) announced today a preliminary report of the Company's Japanese domestic cigarette sales results for September 2014.

(figures are rounded off)

	2013		2014	
	September	January - September	September	January - September
Sales Volume* (Billions of cigarettes)	9.5 (0.0%)	86.5 (-0.7%)	9.4 (-0.9%)	83.9 (-2.9%)
Japanese Domestic Cigarette Revenue (Billions of Yen)	51.8 (-0.8%)	474.8 (-1.1%)	53.5 (3.2%)	469.9 (-1.0%)

( ): net change in comparison to the same period in the previous year

* JT's market shares were as follows:

- 60.0% for September 2014
- 60.5% for January-September 2014
- 60.5% for January-December 2013

The above figures are preliminarily reported on a management basis.

An announcement of the consolidated financial results is scheduled on October 30, 2014. The announcement includes the Japanese Domestic Tobacco Business performance for April - September FY2014.

The company has changed the closing date of its accounting period from March 31 to December 31. Consequently, year-to-date figures are calculated from January 1.

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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 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*

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