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FOR IMMEDIATE RELEASE

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Two products that bring out the best of the flavor and aroma of Cabin and Caster:

"Cabin Gold Wild 8 Box" and "Caster Gold Silk 6 Box"

To be launched nationwide in early December 2014

Japan Tobacco Inc. (JT) (TSE: 2914) has announced the nationwide launch of two products, "Cabin Gold Wild 8 Box" and "Caster Gold Silk 6 Box," to be rolled out in early December 2014.

The new Cabin and Caster products bring out the best of the characteristics of the flavor and aroma of each brand through the use of refined blends and cutting methods on tobacco leaves. Both products are to be fully enjoyed by existing consumers and those who are new to the brands.

"Cabin Gold Wild 8 Box," featuring a refined roasted flavor

The Cabin brand has distinguished itself through its crisp roasted flavor and rich aroma, achieved by the lavish inclusion of burley* tobacco leaves in the blend and a heating process that roasts the flavor into the tobacco.

"Cabin Gold Wild 8 Box" employs a method in which the tobacco leaves are cut more coarsely than usual and processed at high temperature. This, and the refinements to the blend, bring out the best of the Cabin flavor and aroma, offering consumers a roasted flavor they have never experienced before.

"Caster Gold Silk 6 Box" featuring a prominent smoothness

The Caster brand is known for its use of a subtly sweet aromatic flavoring with its smooth and sophisticated, mellow smoking experience.

"Caster Gold Silk 6 Box" employs an "extra-fine cut" method in which the tobacco leaves are cut more finely than usual. This, and the refinements to the blend, bring out the best of the Caster flavor and aroma, offering consumers a prominent smooth taste.

New luxurious and sophisticated common package design for the two distinctive brands

The primary color of the Cabin package is red, to express its rich, full-bodied, and roasted qualities, while the white color reflects the smooth and mellow properties of Caster. The link between these two brands, similar in the way they each embody a relentless pursuit of ideal qualities, is symbolized with a common design motif inspired by a cross.

Each brand name is inscribed with gold, giving the products a more luxurious, sophisticated look.

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

(*) A variety of tobacco leaf known for its roasted flavor and rich smoke.

Product information of the Cabin and Caster brands as of December 1, 2014

Name	Launched	Price	Tar	Nicotine
Cabin Mild Box	January 1989	420	8mg	0.6mg
Cabin Super Mild Box	September 1990	420	5mg	0.4mg
Cabin Ultra Mild Box	March 1996	420	2mg	0.2mg
Cabin One Tasty 100's Box	October 2006	420	1mg	0.1mg
Cabin Roast Blend 100's Box	July 2008	420	8mg	0.7mg
Cabin Gold Wild 8 Box	December 2014	440	8mg	0.7mg

Name	Launched	Price	Tar	Nicotine
Caster Mild	October 1988	420	5mg	0.4mg
Caster Mild Box	October 1992	420	5mg	0.4mg
Caster Super Mild	September 2003	420	3mg	0.3mg
Caster Super Mild Box	December 1995	420	3mg	0.3mg
Caster One Box	January 1999	420	1mg	0.1mg
Caster One 100's Box	December 1996	420	1mg	0.1mg
Caster Frontier One Box	February 1993	420	1mg	0.1mg
Caster Gold Silk 6 Box	December 2014	440	6mg	0.6mg

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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 LD. 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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