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FOR IMMEDIATE RELEASE

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

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

(figures are rounded off)

	2013		2014	
	October	January - October	October	January - October
Sales Volume* (Billions of cigarettes)	10.2 (2.0%)	96.7 (-0.4%)	9.6 (-5.5%)	93.5 (-3.2%)
Japanese Domestic Cigarette Revenue (Billions of Yen)	55.8 (1.7%)	530.6 (-0.8%)	54.4 (-2.4%)	524.3 (-1.2%)

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

* JT's market shares were as follows:
- 59.7% for October 2014
- 60.4% for January-October 2014
- 60.5% for January-December 2013

The above figures are preliminarily reported on a management basis.

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 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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