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No added flavorings. Enjoyment of the natural tobacco leaf flavor.

"Camel Natural Box" and "Camel Natural Lights Box"

To be launched in mid-December 2014 at selected retail stores in Tokyo, Kanagawa, and Osaka Prefectures

Japan Tobacco Inc. (JT) (TSE: 2914) has announced the launch of "Camel Natural Box" and "Camel Natural Lights Box" from Camel, one of its Global Flagship Brands[1]. These new products, which contain no added flavorings and offer the enjoyment of the natural flavor of tobacco leaves, are to go on sale in mid-December 2014 at selected retail stores[2] in Tokyo, Kanagawa, and Osaka Prefectures.

Camel is a historic brand introduced in the United States in 1913 and is one of the leading brands of the JT Group, currently sold in more than 100 markets[3] throughout the world.

- **A launch of two new no-added-flavorings products that offer the enjoyment of the natural flavor of tobacco leaves**

In recent years there has been a growing customer demand for products that retain the natural flavor of tobacco, resulting in the gradual growth of products without added flavorings.

"Camel Natural Box" and "Camel Natural Lights Box" are products that respond to those needs, as they contain no added flavorings, and offer the natural, inherent flavor of tobacco leaves.

- **Designs with a natural feel and a distinctive curved pack**

The backgrounds of the packages are brown-toned, imparting a natural feel, and feature the traditional Camel brand logo and trademark. To create a more easy-to-hold, easy-to-handle box, a curved pack, featuring edges that have been tapered off into smooth curves, is chosen for the packaging.

As the first Camel products without added flavorings on the domestic market, the new products will be launched at selected retail stores in Tokyo, Kanagawa, and Osaka Prefectures.

The Company is committed to continually improving the quality of our products and services to better satisfy consumers, including the launch of "Camel Natural Box" and "Camel Natural Lights Box."

The words "no added flavorings" do not mean that this product is less harmful than the others.

1 Global Flagship Brands refer to eight core brands in the JT Group's brand portfolio: Winston, Camel, Mevius, Benson & Hedges, Silk Cut, LD, Sobranie, and Glamour.

2 Approximately 1,000 stores as of mid-December 2014.

3 Internal research.

Product information of the Camel brand as of December 15, 2014

Name	Launched	Price（Yen）	Tar	Nicotine
Camel Black Box	January 2013	450	10mg	0.8mg
Camel White Box	January 2013	450	6mg	0.5mg
Camel Natural Box	December 2014	450	10mg	0.8mg
Camel Natural Lights Box	December 2014	450	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 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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