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FOR IMMEDIATE RELEASE

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From the 100 percent natural menthol “Mevius Premium Menthol” series,

“Mevius Premium Menthol Option Yellow”

featuring the new “aroma-changing capsule” that offers a clean sharp aroma

To be rolled out across Japan in mid-February 2015

Japan Tobacco Inc. (JT) (TSE: 2914) announced the addition of new variations to its Mevius Premium Menthol Option series: “Mevius Premium Menthol Option Yellow 8”, “Mevius Premium Menthol Option Yellow 5”, and “Mevius Premium Menthol Option Yellow One 100’s”. The new products, to be rolled-out across Japan from the middle of February 2015, feature the new aroma-changing capsule in the filter.

- **Three products of the Mevius Premium Menthol Option Yellow line featuring the new aroma-changing capsule to go on sale at the same time**

The menthol category in the Japanese domestic tobacco market has been growing, especially the market for products with capsules*. In May 2013, as an extention of the Mevius Premium Menthol series, which uses 100 percent natural menthol, JT released three Mevius Premium Menthol Option products, the new menthol series featuring the aroma-changing capsule. These products have been very well received by consumers.

To better meet the diversified needs of consumers, JT will be launching the following products with a new variation of the aroma-changing capsule: "Mevius Premium Menthol Option Yellow 8", "Mevius Premium Menthol Option Yellow 5", and "Mevius Premium Menthol Option Yellow One 100’s".

Before crushing the capsule in the filter the cigarette gives you the same clear and refreshing menthol sensation that characterizes all products in the Mevius Premium Menthol series through the use of 100 percent natural menthol. With the three new products, after crushing the aroma-changing capsule, you can enjoy the clean sharp aroma gently spreading over the palate, a sensation different from Mevius Premium Menthol Option series currently on sale.

The packages will feature the streamline motif of Mevius, with yellow light emanating from a capsule emblem to represent the clear and refreshing natural menthol sensation as well as the clean, sharp aroma that the capsule gives off when crushed.

With the evolution of Mevius through the development of brand equity, the Company is committed to continually offering further added value and satisfaction to our consumers.

* Internal research

Product information of the Mevius brand as of February 16, 2015

Name	Launched	Price (Yen)	Tar	Nicotine
Mevius	June 1977	430	10mg	0.8mg
Mevius Box	October 1993	430	10mg	0.8mg
Mevius 100’s Box	June 2009	430	10mg	0.8mg
Mevius Lights	July 1985	430	8mg	0.7mg
Mevius Lights Box	October 1994	430	8mg	0.7mg
Mevius Lights 100’s Box	June 2009	430	8mg	0.7mg
Mevius Super Lights	July 1989	430	6mg	0.5mg
Mevius Super Lights Box	June 1994	430	6mg	0.5mg
Mevius Super Lights 100’s Box	December 2006	430	6mg	0.5mg
Mevius Extra Lights	August 1998	430	3mg	0.3mg
Mevius Extra Lights Box	June 1995	430	3mg	0.3mg
Mevius Extra Lights 100’s Box	June 1996	430	3mg	0.3mg
Mevius One	March 2003	430	1mg	0.1mg
Mevius One Box	December 1999	430	1mg	0.1mg
Mevius One 100’s Box	February 1998	430	1mg	0.1mg
Mevius Impact One 100’s Box	May 2008	430	1mg	0.1mg
Mevius Mode 6	December 2007	430	6mg	0.5mg
Mevius Mode One 100’s	January 2011	430	1mg	0.1mg
Mevius Mode Style Plus 6	January 2012	430	6mg	0.5mg
Mevius Mode Style Plus One	January 2012	430	1mg	0.1mg
Mevius Premium Menthol 8	March 2013	430	8mg	0.7mg
Mevius Premium Menthol 5	February 2013	430	5mg	0.5mg
Mevius Premium Menthol One	February 2013	430	1mg	0.1mg
Mevius Premium Menthol One 100’s	February 2013	430	1mg	0.1mg
Mevius Premium Menthol Option 8	May 2013	430	8mg	0.7mg
Mevius Premium Menthol Option 5	May 2013	430	5mg	0.5mg
Mevius Premium Menthol Option One 100’s	May 2013	430	1mg	0.1mg
Mevius Premium Menthol Spread 8	September 2013	430	8mg	0.7mg
Mevius Premium Menthol Spread 5	September 2013	430	5mg	0.5mg
Mevius Premium Menthol Spread One 100’s	September 2013	430	1mg	0.1mg
Mevius Premium Menthol Option Yellow 8	February 2015	430	8mg	0.7mg
Mevius Premium Menthol Option Yellow 5	February 2015	430	5mg	0.5mg
Mevius Premium Menthol Option Yellow One 100’s	February 2015	430	1mg	0.1mg

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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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