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New names and new design with no changes to flavor or aroma

“Pianissimo Aromatic Lucia Menthol”
“Pianissimo Aromatic Pétil Menthol”
“Pianissimo Aromatic Fram Menthol”

To be rolled out across Japan from early March 2015

Japan Tobacco Inc. (JT) (TSE: 2914) announced new names and design of three Pianissimo products, namely ''Pianissimo Lucia Menthol'', ''Pianissimo Pétil Menthol One'', and ''Pianissimo Fram Menthol One'', with no changes to the flavor or aroma. The redesigned products, with the new names of “Pianissimo Aromatic Lucia Menthol”, “Pianissimo Aromatic Pétil Menthol”, and “Pianissimo Aromatic Fram Menthol”, will be rolled out across Japan from early March 2015.

Pianissimo boasts a product lineup offering a range of flavor and aroma, functionality, and designs to meet the needs of consumers, and is a popular menthol brand. LSS technologies* have also been incorporated to reduce the smoke smell.

- **New product names and packages will better convey the characteristics of the light, gentle aromatic properties of the three products**

All three products share a smooth, gentle menthol flavor and light, gentle aroma. To enhance the appeal of these three products and to increase brand loyalty, JT is giving them a new design and names, which better reflect their characteristics.

All new product names include the word “aromatic” to better convey the light gentle properties of the cigarettes. The new design retains the current color scheme with its soft pearl sheen and color gradations to represent the light, gentle aroma of the products. It will also feature the word “Aromatic” in pink lettering, thereby enhancing the sense of consistency among the three products.

The company is committed to continually improving the quality of its products and services to better satisfy consumers, including the new names and packages of the three Pianissimo products.

* LSS is an abbreviation for “Less Smoke Smell”. As of March 2015, the low-odor technologies used in Pianissimo known as “D-spec” will be renamed “LSS”, following its common name in overseas markets. The functions are the same.

Product information of the Pianissimo brand as of March 1, 2015

Name	Launched	Price (Yen)	Tar	Nicotine
Pianissimo Aria Menthol	August 1995	450	1mg	0.1mg
Pianissimo Precia Menthol	November 2010	450	1mg	0.1mg
Pianissimo Aromatic Pétil Menthol	July 2005	450	1mg	0.1mg
Pianissimo Aromatic Fram Menthol	October 2008	230	1mg	0.1mg
Pianissimo Aromatic Lucia Menthol	February 2003	450	5mg	0.3mg
Pianissimo Icene Gracia	August 2002	450	5mg	0.4mg
Pianissimo Icene Crista	December 2009	450	1mg	0.1mg
Pianissimo Icene Spike	January 2014	450	6mg	0.5mg
Pianissimo Precia Dia's Menthol	July 2012	450	5mg	0.3mg

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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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