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FOR IMMEDIATE RELEASE

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New designs with no changes to flavor or aroma
Seven products from the Mevius Premium Menthol series
To be rolled out across Japan in mid-April 2015

Japan Tobacco Inc. (JT) (TSE: 2914) has announced that it will be introducing new designs with no changes of flavor or aroma to the seven products of the 100 percent natural menthol "Mevius Premium Menthol" series. The following redesigned products are to be rolled out across Japan in mid-April 2015: “Premium Menthol 8,” “Premium Menthol 5,” “Premium Menthol One,” “Premium Menthol One 100’s,” “Premium Menthol Option 8,” “Premium Menthol Option 5,” and “Premium Menthol Option One 100’s.”

- **The new design will better convey the clear and refreshing menthol sensation of the natural menthol while the flavor and aroma will remain unchanged**

The Mevius Premium Menthol series has become popular among consumers for the clear and refreshing menthol sensation that immediately spreads in the mouth, which is achieved by using 100 percent natural menthol.

The current diverse lineup consists of 13 products. Besides the core "Mevius Premium Menthol" products it includes “Premium Menthol Option” and “Premium Menthol Option Yellow”, which feature not only a clear and refreshing menthol sensation but also an “aroma-changing capsule” in the filter that lets people enjoy different flavors when burst. Also in the lineup is “Premium Menthol Spread,” which has a spread filter that gives the smoker the sensation of menthol spreading across the palate in an instant.

To enhance the appeal of these products and to increase brand loyalty, JT is updating the package designs of the “Premium Menthol (8, 5, One, One 100’s)” and “Premium Menthol Option (8, 5, One 100’s)” products in the Mevius Premium Menthol series, but with no changes to the flavor or aroma.

The new packages will feature the streamline motif of Mevius, and the current design of light emanating from natural menthol crystals in a radiating pattern. The new designs will use light green inside the large streamline on the front and the brand logo, which better conveys the clear and refreshing menthol sensation of the natural menthol.

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.

Product information of the Mevius brand as of February 24, 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 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 and processed foods. The company's revenue was ¥2.154 trillion (US$17,867 million(*)) in the fiscal year ended December 31, 2014(**).

**Translated at the rate of ¥120.55 per $1, as of December 31, 2014*
***Due to a change in the accounting period from March 31 to December 31, the fiscal year 2014 covered nine months for Japanese domestic businesses and 12 months for the consolidated subsidiaries which operate the Group's international tobacco business. On a comparable full calendar year basis, revenue was ¥2.433 trillion (US$20,186 million(*)).*

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