JAPAN TOBACCO INC.
2-1, Toranomon 2-chome, Minato-ku
Tokyo 105-8422 JAPAN
Phone:03-3582-3111

FOR IMMEDIATE RELEASE

Tokyo, April 21, 2015

Black Mevius
Richer flavor through a lavish blend. Reduced smoke smell.

"Mevius Mode 6 100's" and "Mevius Mode 3 100's"

To be rolled out across Japan in early June, 2015

Japan Tobacco Inc. (JT) (TSE: 2914) has announced two new additions to the Mevius Mode series, which incorporates LSS* technology. "Mevius Mode 6 100's" and "Mevius Mode 3 100's" are to be rolled out across Japan in early June.

A richer flavor through a lavish blend, and reduced smoke smell as well
"Mevius Mode 6 100's" and "Mevius Mode 3 100's"

The Mevius Mode Series products, which retain the smooth and clear flavor of Mevius and incorporate JT's LSS technology, have been very well received by consumers. Now JT is launching "Mevius Mode 6 100's" and "Mevius Mode 3 100's", in addition to the popular rich flavor "Mevius Mode One 100's" launched in 2011.

Thanks to a lavish blend, consumers can enjoy a richer flavor than that of the regular Mevius series. Employing the FSK size (approx.100 mm) instead of the FK one (approx. 85 mm) provides not just longer smoking experience, but also more satisfaction with each cigarette. In addition, the new products also incorporate LSS technology.

The packages will feature the streamline motif of Mevius with vibrant blue and orange gradations on a black background. Furthermore, the sense of premium stylishness of the packages is enhanced by creating a special texture, which is achieved by ingenious use of gloss colors.

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

*LSS, an abbreviation for "Less Smoke Smell", is the JT technology which is used to reduce the cigarette smoke smell. Previously called "D-spec," the name was changed to LSS in March, 2015.

Product information of the Mevius brand as of June 8, 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 6 100’s	June 2015	430	6mg	0.5mg
Mevius Mode 3 100’s	June 2015	430	3mg	0.3mg
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

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(*)).*

Contacts: Ryohei Sugata, General Manager
Sayako Takahashi, Manager
Media and Investor Relations Division
Japan Tobacco Inc.
Tokyo: +81-3-5572-4292
E-mail: jt.media.relations@jt.com