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

FOR IMMEDIATE RELEASE

Tokyo, April 28, 2015

New designs for nine products with no change to flavor or aroma

A touch of class added to the existing designs

Six Seven Stars regular products

Redesigned with a more refreshing feeling

Three Seven Stars menthol products

Redesigned products to be rolled out in Japan from mid-June

Japan Tobacco Inc. (JT) (TSE: 2914) has announced that in mid-June it will begin selling, nationwide, nine redesigned products from Seven Stars, one of the most prominent brands in Japan. They include six regular products: “Seven Stars 10”, “Seven Stars 10 Box”, “Seven Stars 7”, “Seven Stars 7 Box”, “Seven Stars 4”, “Seven Stars 1”, and three menthol products: “Seven Stars Menthol 12 Box”, “Seven Stars Menthol 8 Box”, “Seven Stars Menthol 5 Box.”

Since its launch in 1969, Seven Stars has consistently offered unique value in terms of flavor, aroma and design, and been favored by many consumers as a result. Including "Seven Stars", which holds the No.1* slot for tobacco sales figures in Japan, the brand currently features 14 products in total and is one of the most popular in the country.

New designs that will further enhance the brand loyalty of Seven Stars
– six regular and three menthol products –

The Seven Stars family has been appreciated by numerous consumers as a brand that offers rich and solid tobacco flavor. To increase brand loyalty of six Seven Stars regular and three menthol products JT is updating their designs to ones that communicate more directly to consumers, while leaving their flavor and aroma unchanged.

To make regular products more distinctive the Company has changed their designs by putting each product’s tar content on the front of the packages. Additionally, the base color of “Seven Stars 4” and “Seven Stars 1” is changed to black, in order for both products to be perceived as ones retaining all unique features of the Seven Stars series. All four of Seven Stars’ image colors – black, gold, silver, white – have been used on all of the products, giving them a Seven Stars look and enhancing their premium feeling while further increasing the sense of brand consistency.

For the menthol products, the tar content is visibly printed on the band on the package front, while menthol tobacco flavor has been expressed through a motif of the fully ripened leaves that are blended in the products.

To create a design that symbolically expresses the refreshing feeling of menthol, the tone of the green base color has been changed to a deeper one. Moreover, the invigorating feeling of menthol is highlighted through the contrast with a white Seven Stars logo in the middle of the package.

The company is committed to continually improving the quality of its products and services to better satisfy consumers, including the new design of the nine Seven Stars products.

* TIOJ Sales Performance by Fiscal Year (FY2014)

Product information of the Seven Stars brand as of June 15, 2014

Name	Launched	Price(Yen)	Tar	Nicotine
Seven Stars	February 1969	460	14mg	1.2mg
Seven Stars 10	July 2014	460	10mg	0.8mg
Seven Stars 7	July 2014	460	7mg	0.6mg
Seven Stars 4	July 2014	460	4mg	0.4mg
Seven Stars 1	July 2014	460	1mg	0.1mg
Seven Stars Box	August 1995	460	14mg	1.2mg
Seven Stars 10 Box	May 1990	460	10mg	0.8mg
Seven Stars 7 Box	July 2004	460	7mg	0.6mg
Seven Stars Real Rich	December 2013	460	14mg	1.2mg
Seven Stars Real Smoke	December 2013	460	14mg	1.2mg
Seven Stars Menthol 12 Box	April 2014	460	12mg	1.0mg
Seven Stars Menthol 8 Box	April 2014	460	8mg	0.7mg
Seven Stars Menthol 5 Box	April 2014	460	5mg	0.5mg
Seven Stars Cutting Menthol	August 2011	460	7mg	0.6mg

###

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