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FOR IMMEDIATE RELEASE

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– Pianissimo's First Non-menthol Products –

For a More Luxurious and Relaxing Smoking Experience "Pianissimo Precia Temore 6" "Pianissimo Precia Temore One"

To be launched exclusively in Tokyo, Aichi and Toyama Prefectures in late July 2015

Japan Tobacco Inc. (JT) (TSE: 2914) has announced the launch of two new products, "Pianissimo Precia Temore 6" and "Pianissimo Precia Temore One". The first ever non-menthol products from Pianissimo will be sold exclusively in Tokyo, Aichi and Toyama Prefectures as of late July 2015.

Pianissimo's first non-menthol products – Special cigarettes for special moments – "Pianissimo Precia Temore 6" and "Pianissimo Precia Temore One"

With a product lineup that offers flavors, aromas, functions and designs that satisfy a variety of tastes, Pianissimo is popular with a wide range of consumers. Now, for it to be enjoyed by even more smokers, JT is launching the first non-menthol products under the brand.

"Pianissimo Precia Temore 6" and "Pianissimo Precia Temore One" are super slim products, whose every detail, from aroma to packaging, has been given the utmost attention. A capsule is built into the filter, allowing consumers to enjoy two sensations with one cigarette. Before the capsule is crushed a smooth and full sensation can be enjoyed. Crushing the capsule brings out the rich, graceful aroma that spreads out over the palate. LSS technologies* have also been incorporated to reduce the smoke smell.

The packages feature a warm base color that matches the flavors of the products and the gold accessories common to the Precia series. A number of other embellishments have been added, resulting in a distinctly elegant look. Moreover, these are easy-to-carry thin packages that are only possible with super-slim size cigarettes.

The company is committed to continually improving the quality of its products and services to better satisfy consumers, including the launch of "Pianissimo Precia Temore 6" and "Pianissimo Precia Temore One."

* 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 Pianissimo brand as of July 21, 2015

Name	Launched	Price (Yen)	Tar	Nicotine
Pianissimo Aria Menthol	August 1995	450	1mg	0.1mg
Pianissimo Aromatic Pétil Menthol One	July 2005	450	1mg	0.1mg
Pianissimo Aromatic Fram Menthol One	October 2008	230	1mg	0.1mg
Pianissimo Aromatic Lucia Menthol	February 2003	450	5mg	0.3mg
Pianissimo Precia Menthol	November 2010	450	1mg	0.1mg
Pianissimo Precia Dia's Menthol	July 2012	450	5mg	0.3mg
Pianissimo Precia Temore 6	July 2015	490	6mg	0.4mg
Pianissimo Precia Temore One	July 2015	490	1mg	0.1mg
Pianissimo Icene Crista	December 2009	450	1mg	0.1mg
Pianissimo Icene Gracia	August 2002	450	5mg	0.4mg
Pianissimo Icene Spike	January 2014	450	6mg	0.5mg

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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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