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

FOR IMMEDIATE RELEASE

Tokyo, August 11, 2015

Robust straight menthol
"Seven Stars Menthol Beat 8 Box"

Fresh menthol that bursts from a capsule
"Seven Stars Menthol Smash 8 Box"

To be rolled out nationwide from late September 2015

Japan Tobacco Inc. (JT) (TSE: 2914) has announced the launch of two new products from the Seven Stars line, one of the most prominent brands in Japan. "Seven Stars Menthol Beat 8 Box" and "Seven Stars Menthol Smash 8 Box," two strong menthol products with 8 mg of tar, will be launched nationwide from late September. Additionally a "2 in 1 PACK", limited edition with both flavors available in one pack, will be launched in designated areas.
Since its launch in 1969, Seven Stars has consistently offered a unique value in terms of flavor, aroma and design, and has been favored by many consumers as a result. One of the most popular brands in Japan, Seven Stars currently has a lineup of 14 products, including "Seven Stars," the No.1 cigarettes in Japan in terms of sales*.

Two strong menthol flavors to choose from
Seven Stars has been appreciated by numerous consumers as a brand that offers rich and solid tobacco flavor. Now, for it to be enjoyed by even more smokers, JT is launching two menthol products. "Seven Stars Menthol Beat 8 Box" features a robust menthol flavor, with this product consumers can enjoy both the feel of menthol and a clean aftertaste. "Seven Stars Menthol Smash 8 Box" is a product with a capsule built into the filter. Crushing the capsule adds a refreshing aroma to the regular strong menthol flavor.

While preserving the basic design of Seven Stars series, the packages of both new products share bright, shiny coloring schemes. The design of "Seven Stars Menthol Beat 8 Box" package expresses the strength of the menthol, while "Seven Stars Menthol Smash 8 Box" package design expresses the freshness of the flavor.

Miyagi and Ibaraki prefectures limited edition
To enable more consumers to enjoy both flavors, a limited "2 in 1 PACK" edition containing "Seven Stars Menthol Beat 8 Box" and "Seven Stars Menthol Smash 8 Box" will be sold at selected retail stores exclusively in Miyagi and Ibaraki prefectures. The limited edition package will contain a total of 14 cigarettes, 7 of each product.

As well as launching these two new products, JT is endeavoring to improve of its product quality and services to afford consumers even greater satisfaction.

* TIOJ Sales performance for the 1st quarter of FY2015

Product information of the Seven Stars brand as of September 25, 2015

Name	Launched	Price(Yen)	Tar	Nicotine
Seven Stars	February 1969	460	14mg	1.2mg
Seven Stars Box	August 1995	460	14mg	1.2mg
Seven Stars 10	July 2014	460	10mg	0.8mg
Seven Stars 10 Box	May 1990	460	10mg	0.8mg
Seven Stars 7	July 2014	460	7mg	0.6mg
Seven Stars 7 Box	July 2004	460	7mg	0.6mg
Seven Stars 4	July 2014	460	4mg	0.4mg
Seven Stars 1	July 2014	460	1mg	0.1mg
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 Menthol Beat 8 Box	September 2015	460	8mg	0.6mg
Seven Stars Menthol Smash 8 Box	September 2015	460	8mg	0.6mg
Seven Stars Menthol Beat 8 Box (7 cigarettes) Seven Stars Menthol Smash 8 Box (7 cigarettes)	September 2015	330	8mg	0.6mg
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