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FOR IMMEDIATE RELEASE

Tokyo, August 12, 2015

15 Winston Products Featuring a New Function and Redesigned Packages

Five "Winston Cabin" products, Six "Winston XS Caster" products, Two "Winston XS" products, Two "Winston XS Inazma Menthol" products

featuring a new "Long Taste" function and redesigned packages To be launched nationwide in mid-October

Japan Tobacco Inc. (JT) (TSE: 2914) has announced the launch of a total of 15 new products under the world's No.2 cigarette brand Winston[1] in mid-October in Japan. The 15 brands include five "Winston Cabin" products and six "Winston XS Caster" products that were renamed in August, as well as two "Winston XS" products and two "Winston XS Inazma Menthol" products. All products will feature the new "Long Taste" technology which allows to enjoy tobacco taste longer time. Each product's package has also been redesigned to express the unique characteristics of each product's taste.

"Long Taste"- a function that allows tobacco taste to be enjoyed longer

"Long Taste", is the brand new function that allows tobacco taste to be enjoyed longer smoking moment[2] through the use of a special cigarette paper exclusive to Winston. The "Long Taste" logo will be displayed on the front of each product's package. A clock motif that expresses the passage of time, and a modern, stylish font, will be used to express a new style of smoking where the taste can be enjoyed longer than ever before.

Each product's package design to express the product's unique characteristics, while taste and flavor will remain unchanged

The five "Winston Cabin" products and six "Winston XS Caster" products whose names were changed in August, as well as two "Winston XS" and two "Winston XS Inazma Menthol" products, will all be integrated under the unified global design system. To communicate the unique characteristics of each product's taste and flavor to the consumers more easily, the packages of each series will be redesigned.

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[1] Euromonitor survey
[2] Comparison with the JT's same size representing product smoking time (machine measured data under ISO condition)

For “Winston Cabin,” red is used as the package’s base color to express these products’ rich taste, while white is used for “Winston XS Caster” to represent its mellow taste. For “Winston XS,” blue is used to symbolize the refreshing taste, and the sharp menthol taste of “Winston XS Inazma Menthol” is expressed with black as the base color and with an XS motif. Moreover, for “Winston XS 6 Box,” the size will be changed from FK size (85 mm) to FSK size (100 mm), so the name will accordingly be changed to “Winston XS 6 100’s Box”. The taste and flavor of all products remain unchaged.

The company is committed to continually improving the quality of its products and services to better satisfy consumers, including the new function and the current redesigning of the packaging.

Product information of the Winston brand as of mid-October

Name	Launched	Price	Tar	Nicotine
Winston Cabin 8 Box	January 1989	420	8mg	0.6mg
Winston Cabin 8 100’s Box	July 2008	420	8mg	0.7mg
Winston Cabin 5 Box	September 1990	420	5mg	0.4mg
Winston Cabin 2 Box	March 1996	420	2mg	0.2mg
Winston Cabin One 100’s Box	October 2006	420	1mg	0.1mg
Winston XS Caster 5	October 1988	420	5mg	0.4mg
Winston XS Caster 5 Box	October 1992	420	5mg	0.4mg
Winston XS Caster 3	September 2003	420	3mg	0.3mg
Winston XS Caster 3 Box	December 1995	420	3mg	0.3mg
Winston XS Caster FR One Box	February 1993	420	1mg	0.1mg
Winston XS Caster One 100’s Box	December 1996	420	1mg	0.1mg
Winston XS 6 100’s Box	June 2010	420	6mg	0.5mg
Winston XS One 100’s Box	June 2010	420	1mg	0.1mg
Winston XS Inazma Menthol 8 Box	May 2012	420	8mg	0.7mg
Winston XS Inazma Menthol One Box	May 2012	420	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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