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FOR IMMEDIATE RELEASE

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Enjoy a clear and straight taste with carefully selected blends
Three new products in XS line of Winston:

"Winston XS 10 Box"
"Winston XS 8 Box"
"Winston XS 3 100's Box"

To be launched nationwide in early November 2015

Japan Tobacco Inc. (JT) (TSE: 2914) has announced the launch of three new products from Winston, the second largest tobacco brand in the world[1]. "Winston XS 10 Box," "Winston XS 8 Box," and "Winston XS 3 100's Box" will be launched nationwide in early November.

Winston was launched in 1954 in the United States and today it is a global brand with over sixty years of history of quality and true smoking satisfaction. In August of this year, Cabin and Caster brands were integrated into Winston, and as of October the packages will be given a new unified global design marking their rebirth under the Winston brand.

Three new products to join Winston XS line[2]

With the renewed Winston brand, JT will continue to strive to meet the diverse preferences of consumers. The regular series now consists of three tobacco taste lines: the roasted taste bitter Cabin line, the XS Caster sweet line with its mellow taste, and the XS straight line featuring a clear and smooth taste. To offer consumers more options to enjoy, JT is launching three new products as part of the Winston XS line: "Winston XS 10 Box," "Winston XS 8 Box," and "Winston XS 3 100's Box."

"Winston XS 10 Box," "Winston XS 8 Box," and "Winston XS 3 100's Box" each use carefully selected blends to achieve a unique and distinctive taste offering Winston's true smoking satisfaction experience. In addition, by using the "Long Taste" feature, a special cigarette paper exclusive to Winston, the tobacco taste can be enjoyed longer[3].

The packages will inherit the design motif of the XS line, with blue as the base color to symbolize their clear and smooth taste.

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

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[1] Euromonitor survey
[2] The XS line is a popular, brand-driving series that was created in 2009 and subsequently saw rapid growth throughout the world
[3] Based on comparisons of smoking time with representative JT products of the same size (data measured instrumentally under ISO conditions)

Product information of the Winston brand as of November 6, 2015

Name	Launched	Price	Tar	Nicotine
Winston	December 1957	420	12mg	0.9mg
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 10 Box	November 2015	420	10mg	0.8mg
Winston XS 8 Box	Novemver 2015	420	8mg	0.7mg
Winston XS 6 100's Box	June 2010	420	6mg	0.5mg
Winston XS 3 100's Box	November 2015	420	3mg	0.3mg
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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