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FOR IMMEDIATE RELEASE

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4 new menthol products to be launched from the renewed Winston brand!

3 new products of "Winston XS Spirits Menthol" "Winston XS Inazma Menthol 5 Box"

To be launched nationwide in early December 2015

Japan Tobacco Inc. (JT) (TSE: 2914) today announces the launch of four new products from Winston, the second largest tobacco brand in the world[1]: "Winston XS Spirits Menthol 8 Box", "Winston XS Spirits Menthol 5 Box", "Winston XS Spirits Menthol One 100's Box" and "Winston XS Inazma Menthol 5 Box". All products will be launched nationwide in early December 2015.

Launched in the United States in 1954, Winston is now a global brand with over 60 years of history and tradition. In August of this year, Cabin and Caster brands were integrated into Winston and from this October the packages will be given a new design structure, marking their rebirth under the Winston brand.

★ **Three products from "Winston XS Spirits Menthol"- a bitter type new taste genre**
One product from "Winston XS Inazma Menthol"- a straight taste type offering

In line with our aim to continuously satisfy the diverse preferences of our consumers, JT has prepared a lineup that allows a variety of tastes to be enjoyed under the renewed Winston Brand. Furthermore, to go one step forward, we are delighted to introduce three products from a new taste genre of menthol, the bitter-type XS Spirits Line. At the same time, we are delighted to introduce the new "Winston XS Inazama Menthol 5 Box" from the straight-type XS Inazma Line, which is already on the market.

With our new bitter-type "XS Spirits Line" menthol taste genre a capsule is built into the filter. Before crushing the capsule, customers can enjoy the refreshing sensation of strong menthol. After crushing, a bitter, rich and mellow taste with refreshing feeling can be enjoyed. These menthol products are completely new to the market.

Our new packaging highlights the products' distinguishing features, using a deep green for the base color together with a graphic of warm colors to represent the mellow taste spread out from the capsule.

Under the straight taste type of menthol genre, the "XS Inazma Line" products feature the straight taste of strong menthol, which produces an energizing, electric feeling. These products allow you to enjoy a refreshing sensation as well as a clean, clear taste.

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[1] Source: Euromonitor

The packaging expresses the distinguishing characteristics of these products – a powerful, refreshing taste produced by strong menthol – with a black base color and a green XS motif.

With the launch of these four new products and beyond, JT enhances product portfolio of Winston brand and is committed to continuously further satisfying consumers.

Product information of the Winston brand as of December 4, 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	November 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 5 Box	December 2015	420	5mg	0.4mg
Winston XS Inazma Menthol One Box	May 2012	420	1mg	0.1mg
Winston XS Spirits Menthol 8 Box	December 2015	420	8mg	0.7mg
Winston XS Spirits Menthol 5 Box	December 2015	420	5mg	0.4mg
Winston XS Spirits Menthol One 100's Box	December 2015	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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