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MEVIUS
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# Fastidious attention has been paid to every detail of "Mevius Prestige" which goes on sale from mid-December 2015, And will be available exclusively at the duty-free stores of 5 airports in Japan

Japan tobacco Inc. (JT) (TSE: 2914) has announced the launch of "Mevius Prestige". With fastidious attention paid to every detail, it will provide consumers with the ultimate smoking experience and will be sold exclusively at the duty-free stores of 5 airports (Narita, Haneda, Chubu, Kansai, Fukuoka) from mid-December 2015.

Thanks to the smooth taste and aroma unique to the brand, Mevius is favored by consumers not only in Japan but also in Taiwan, South Korea, Malaysia, Russia, and many other markets.[1] In Japan, the brand has enjoyed No. 1 market share[2] for over 30 years.

**– Attention to the Flavor –**

**A rich, unprecedented flavor with a light, smooth feel on the throat.**

As a result of a master blender carefully combining raw materials consisting of over 100 types of tobacco leaves, "Mevius Prestige" provides not only the original smoothness of Mevius, but also a rich and deep flavor.

**– Attention to the Filter and the Cigarette Paper –**

**Thanks to the special filter, a feeling of abundant smoke volume and a comfortable feel in the mouth**

The AFT filter[3] containing microscopic longitudinal holes, makes it possible to enjoy a deep smoking experience. In addition, the ideal hardness of the filter and the refined embossment of its tip produce a comfortable feel in the mouth. Moreover, the cigarette paper has a grid-like pattern that provides sense of luxury, so that it can also be enjoyed visually.

**– Attention to the Package –**

**A metallic case with a seal, and a special gift box**

A metallic case with a seal has been used for the package, so the Mevius flavor and aroma can be enjoyed from the moment it is opened. In addition, multiple layers of a wood-grain pattern and a carbon-like design are combined on the package, giving it a stylish look and the high-quality texture. Moreover, with the special gift box containing 10 cases, you can store the highest quality Mevius product effectively, and also enjoy the pleasure of taking it out.

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[1] Currently sold in 23 countries worldwide.

[2] TIOJ survey Mevius has been the brand with the No. 1 share since 1978. (Until February 2012, it was sold under the name Mild Seven.)

[3] Abbreviation of "Advanced Filter Technology"

Including this launch of “Mevius Prestige,” JT enhances its product portfolio and is committed to continuously further satisfying consumers.

- Product Information -
Name : Mevius Prestige
Size : Super King size with a filter
Tar : 10mg
Nicotine : 1.0mg
Package presentation : A 20-cigarette metalic case with a seal
Suggested retail price : ¥ 12,800 for a gift box contatining 10 cases

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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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