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FOR IMMEDIATE RELEASE

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Three new menthol products will be launched from the renewed Winston brand
A new and revolutionizing sensation!
A fizzy, refreshing feeling and sumptuous sweetness
New menthol, sweet-type : The XS Sparkling Line

"Winston XS Sparkling Menthol 8 Box"
"Winston XS Sparkling Menthol 5 Box"
"Winston XS Sparkling Menthol One 100's Box"

Available nationwide from late January 2016

Japan Tobacco Inc. (JT) (TSE: 2914) has announced the launch of three new products from Winston, the brand with the second largest sales in the world[1]: "Winston XS Sparkling Menthol 8 Box," "Winston XS Sparkling Menthol 5 Box" and "Winston XS Sparkling Menthol One 100's Box" will be launched nationwide from late January in Japan.
Launched in the United States in 1954, Winston is now a global brand with over 60 years of history and tradition. In August 2015, Cabin and Caster brands were integrated into Winston and from October, the packaging designs were renewed, marking their rebirth under the Winston brand.

A new and revolutionizing Sensation!
Sweet-Type "Winston XS Sparkling Menthol" 3 Products

In line with our aim to continuously satisfy the diverse preferences of our consumers, JT has prepared a lineup that allows a variety of taste types to be enjoyed under the renewed Winston Brand; these include straight-type, bitter-type and sweet-type.
Now, we are offering three new menthol products from the sweet-type, "XS Sparkling line" so consumers can enjoy the renewed Winston's three taste types, not only from regular products but also from menthol products. The three new products are from the sweet-type "XS Sparkling Line," which allows the consumers to enjoy a fizzy, refreshing new sensation and revolutionizing sweetness, in addition to the bitter-type and straight-type of menthol that are already available with Winston XS Inazma Menthol and Winston XS Spirits Menthol.

The sweet-type menthol products of the "XS Sparkling Line" contain a unique blend, the "sparkling blend," with a capsule built into the filter. Crushing the capsule, the consumers can enjoy the fizzy, refreshing new sensation and revolutionizing sweetness never tasted before.
For the packages, we used a light-green base color together with bubbles bursting from a capsule and a gradation of yellow colors to express the fizzy, refreshing menthol and sumptuous revolutionizing sweetness that are featured in these products.

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

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[1] * According to the euromonitor survey(2014)

Product information of the Winston brand as of January 29, 2016

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
Winston XS Sparkling Menthol 8 Box	January 2016	420	8mg	0.7mg
Winston XS Sparkling Menthol 5 Box	January 2016	420	5mg	0.4mg
Winston XS Sparkling Menthol One 100's Box	January 2016	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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