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FOR IMMEDIATE RELEASE

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MEVIUS
IMAGINEERING THE FUTURE

100% Natural Menthol × New Aroma-Changing Capsule

The new "Mevius Premium Menthol Option Red" line

to be launched nationwide in late August 2016

Tokyo, June 20, 2016 --- Japan Tobacco Inc. (JT) (TSE: 2914) has announced the nationwide launch of three new products from Mevius in late August: "Mevius Premium Menthol Option Red 8", "Mevius Premium Menthol Option Red 5" and "Mevius Premium Menthol Option Red One 100's".

With the celebration of its third anniversary in 2016, JT is strengthening the Mevius products and services, and accelerating the brand evolution to deliver the feel of "Ever Evolving, Ever Surprising." to consumers. Following the upgrade of sixteen standard Mevius products and the launch of "Mevius Option Rich Plus" line, Mevius is releasing a completely new menthol line "Mevius Premium Menthol Option Red".

100% Natural Menthol × New Aroma-Changing Capsule
Launch of three new menthol products

Since the name change from Mild Seven to Mevius, JT has been developing Mevius Premium Menthol products featuring its "100 percent Natural Menthol"[1] proposition.

"Mevius Premium Menthol" line offers consumers pure refreshing sensation delivered by 100 percent Natural Menthol, while "Mevius Premium Menthol Option"[2] and "Mevius Premium Menthol Option Yellow"[3] lines allow consumers to enjoy flavoured menthol, by crushing the aroma-changing capsule. All of these products so far have been very well received by our consumers.

To meet diversified needs of adult smokers, JT is launching three new "Mevius Premium Menthol Option Red" products with a new aroma-changing capsule developed by JT. Before crushing the capsule consumers will enjoy pure refreshing coolness through 100 percent Natural Menthol, which is unique to all Mevius Premium Menthol lines. The capsule itself activates a new "Fresh" sensation which consumers have never experienced before.

The packaging features the streamline motif of Mevius with red light emitting from the capsule emblem, which represents the mix of pure natural menthol refreshment and new "Fresh" aroma sensation.

With the launch of new product line JT continues to provide high-quality products and services for Mevius that can satisfy consumers to an even greater extent.

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[1] Only 100 percent natural menthol is used.
[2] Capsule of "Mevius Premium Menthol Option" consists of "luxurious aroma"
[3] Capsule of "Mevius Premium Menthol Option Yellow" consists of "refreshing aroma"

Product information of the Mevius brand

Name	Launched	Price (Yen)	Tar	Nicotine
Mevius	June 1977	440	10mg	0.8mg
Mevius Box	October 1993	440	10mg	0.8mg
Mevius 100’s Box	June 2009	440	10mg	0.8mg
Mevius Lights	July 1985	440	8mg	0.7mg
Mevius Lights Box	October 1994	440	8mg	0.7mg
Mevius Lights 100’s Box	June 2009	440	8mg	0.7mg
Mevius Super Lights	July 1989	440	6mg	0.5mg
Mevius Super Lights Box	June 1994	440	6mg	0.5mg
Mevius Super Lights 100’s Box	December 2006	440	6mg	0.5mg
Mevius Extra Lights	August 1998	440	3mg	0.3mg
Mevius Extra Lights Box	June 1995	440	3mg	0.3mg
Mevius Extra Lights 100’s Box	June 1996	440	3mg	0.3mg
Mevius One	March 2003	440	1mg	0.1mg
Mevius One Box	December 1999	440	1mg	0.1mg
Mevius One 100’s Box	February 1998	440	1mg	0.1mg
Mevius Impact One 100’s Box	May 2008	440	1mg	0.1mg
Mevius Mode 6	December 2007	440	6mg	0.5mg
Mevius Mode 6 100’s	June 2015	440	6mg	0.5mg
Mevius Mode 3 100’s	June 2015	440	3mg	0.3mg
Mevius Mode One 100’s	January 2011	440	1mg	0.1mg
Mevius Mode Style Plus 6	January 2012	440	6mg	0.4mg
Mevius Mode Style Plus One	January 2012	440	1mg	0.1mg
Mevius Premium Menthol 8	March 2013	440	8mg	0.7mg
Mevius Premium Menthol 5	February 2013	440	5mg	0.5mg
Mevius Premium Menthol One	February 2013	440	1mg	0.1mg
Mevius Premium Menthol One 100’s	February 2013	440	1mg	0.1mg
Mevius Premium Menthol Option 8	May 2013	440	8mg	0.7mg
Mevius Premium Menthol Option 5	May 2013	440	5mg	0.5mg
Mevius Premium Menthol Option One 100’s	May 2013	440	1mg	0.1mg
Mevius Premium Menthol Spread 8	September 2013	440	8mg	0.7mg
Mevius Premium Menthol Spread 5	September 2013	440	5mg	0.5mg
Mevius Premium Menthol Spread One 100’s	September 2013	440	1mg	0.1mg
Mevius Premium Menthol Option Yellow 8	February 2015	440	8mg	0.7mg
Mevius Premium Menthol Option Yellow 5	February 2015	440	5mg	0.5mg
Mevius Premium Menthol Option Yellow One 100’s	February 2015	440	1mg	0.1mg
Mevius Option Rich Plus 10	May 2016	440	10mg	0.8mg
Mevius Option Rich Plus 6	May 2016	440	6mg	0.5mg
Mevius Option Rich Plus One 100’s	May 2016	440	1mg	0.1mg
Mevius Premium Menthol Option Red 8	August 2016	440	8mg	0.5mg
Mevius Premium Menthol Option Red 5	August 2016	440	5mg	0.3mg
Mevius Premium Menthol Option Red One 100’s	August 2016	440	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 globally recognized brands include Winston, Camel, Mevius, LD and Natural American Spirit. With diversified operations, JT is also actively present in pharmaceuticals and processed foods. The company's revenue was ¥2.253 trillion (US$18,679 million(*)) in the fiscal year ended December 31, 2015.

**Translated at the rate of ¥120.61 per $1, as of December 31, 2015*

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