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The Winston family to be renewed with no changes to the flavor and aroma to make it easier to select

Tokyo, September 29, 2016 --- Japan Tobacco Inc. (JT) (TSE: 2914) has announced that it will be introducing new names of 24 Winston brand products and new designs of all five products in the Winston Cabin series, which will be rolled out nationwide in early November 2016. In late October, Winston Inazma Menthol One Box will switch to 100mm format for a nationwide release.

The Winston brand was born in 1954 in the United States and today it is a global brand with over sixty years of history, known for its quality and true smoking satisfaction, boasting the second largest sales volume[1] in the world. The Cabin and Caster brands were integrated into the Winston brand for the Japanese domestic market in August 2015, and changed to the current package designs in October of the same year.

To meet the needs of many adult smokers, the packages of the Winston Cabin series will be redesigned to make them consistent with the entire Winston ranges. In addition, 24 Winston products will be renamed to make them easier to select.

New packages for all five products in the Winston Cabin series will be rolled out in early November.

While the red base color remaining unchanged, the XS device – which expresses an advanced, stylish image – will be incorporated to evolve to a new Winston brand package design that embodies the rich aroma and roasted taste of the Winston Cabin series.

Twenty-four Winston products will be renamed; 16 regular products will be rolled out in early November and 8 menthol products in early December.

Regular products will be renamed based on their red, blue and white package colors to associate with their tastes and flavors, and make them easier to select. At the same time, the common term "XS"[2] will be removed from their name, which also applies to menthol products.

Winston Inazma Menthol One Box will switch to a long size.
New Winston Inazma Menthol One 100's Box will be rolled out in late October.

Winston Inazma Menthol One Box will be offering more value with a longer sticks and package format (from King size to 100's size)[3] to meet the market's changing needs and provide longer satisfaction to adult smokers.

With these renewals, JT is committed to continually improving the quality and services offered in an effort to better satisfy consumers.

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[1] JT estimates
[2] Excluding one product in the Winston series and five products in the Winston Cabin series
[3] King size is 85mm. 100's size is 100mm.

Characteristics of the Winston series and overview of its renewal

[Regular products: Bitter, Straight and Sweet types]

■ Bitter-type: Winston Cabin Red series

(Current name: Winston Cabin series)

1. Taste and flavor
   - A roasted taste with a deep and rich aroma
2. Changes
   - All five products will be renamed (with the color name “red” added).
   - All the packages will be redesigned.

Current name	New name
Winston Cabin 8 Box	Winston Cabin Red 8 Box
Winston Cabin 8 100’s Box	Winston Cabin Red 8 100’s Box
Winston Cabin 5 Box	Winston Cabin Red 5 Box
Winston Cabin 2 Box	Winston Cabin Red 2 Box
Winston Cabin One 100’s Box	Winston Cabin Red One 100’s Box

■ Straight-type: Winston Blue series

(Current name: Winston XS series)

1. Taste and flavor
   - A carefully selected blend with a clear, sharp taste
2. Changes
   - All five products will be renamed
     (with the color name “blue” added and “XS” omitted).

Current name	New name
Winston XS 10 Box	Winston Blue 10 Box
Winston XS 8 Box	Winston Blue 8 Box
Winston XS 6 100's Box	Winston Blue 6 100's Box
Winston XS 3 100's Box	Winston Blue 3 100's Box
Winston XS One 100's Box	Winston Blue One 100's Box

■ Sweet-type: Winston Caster White series

(Current name: Winston XS Caster series)

1. Taste and flavor
   - A mellow and richly sweet flavor with a soft, gentle taste
2. Changes
   - All six products will be renamed
     (with the color name “white” added and “XS” omitted).

Current name	New name
Winston XS Caster 5	Winston Caster White 5
Winston XS Caster 5 Box	Winston Caster White 5 Box
Winston XS Caster 3	Winston Caster White 3
Winston XS Caster 3 Box	Winston Caster White 3 Box
Winston XS Caster One 100's Box	Winston Caster White One 100's Box
Winston XS Caster FR One Box	Winston Caster White One Box

[Menthol Products: Bitter, Straight and Sweet types]

■ Bitter-type menthol：Winston Spirits Menthol series

(Current name: Winston XS Spirits Menthol series)

1. Taste and flavor

・ An excellent menthol flavor before crushing the capsule
A deep taste and flavor after crushing the capsule

2. Changes

・ All three products will be renamed (with “XS” omitted)

Current name	New name
Winston XS Spirits Menthol 8 Box	Winston Spirits Menthol 8 Box
Winston XS Spirits Menthol 5 Box	Winston Spirits Menthol 5 Box
Winston XS Spirits Menthol One 100's Box	Winston Spirits Menthol One 100's Box

■ Straight-type menthol: Winston Inazma Menthol series

(Current name: Winston XS Inazma Menthol series)

1. Taste and flavor

・ A sharp, strong menthol flavor followed by a fresh taste

2. Changes

・ All three products will be renamed (with “XS” omitted)

・ Winston Inazma Menthol One Box cigarettes will be 15 mm longer (from 85 mm to 100 mm) with the Winston brand’s characteristic “long taste” maintained. Its taste and flavor remain unchanged.

Current name	New name
Winston XS Inazma Menthol 8 Box	Winston Inazma Menthol 8 Box
Winston XS Inazma Menthol 5 Box	Winston Inazma Menthol 5 Box
Winston XS Inazma Menthol One Box	Winston Inazma Menthol One 100's Box

■ Sweet-type menthol: Winston Sparkling Menthol series

(Current name: Winston XS Sparkling Menthol series)

1. Taste and flavor

・ A fresh menthol flavor before crushing the capsule
A rich and sweet taste after crushing the capsule

2. Changes

・ All three products will be renamed (with “XS” omitted)

Current name	New name
Winston XS Sparkling Menthol 8 Box	Winston Sparkling Menthol 8 Box
Winston XS Sparkling Menthol 5 Box	Winston Sparkling Menthol 5 Box
Winston XS Sparkling Menthol One 100's Box	Winston Sparkling Menthol One 100's Box

Product information of the Winston brand

Name	Launched	Price	Tar	Nicotine
Winston	December 1957	420	12mg	0.9mg
Winston Cabin Red 8 Box	January 1989	420	8mg	0.6mg
Winston Cabin Red 8 100's Box	July 2008	420	8mg	0.7mg
Winston Cabin Red 5 Box	September 1990	420	5mg	0.4mg
Winston Cabin Red 2 Box	March 1996	420	2mg	0.2mg
Winston Cabin Red One 100's Box	October 2006	420	1mg	0.1mg
Winston Caster White 5	October 1988	420	5mg	0.4mg
Winston Caster White 5 Box	October 1992	420	5mg	0.4mg
Winston Caster White 3	September 2003	420	3mg	0.3mg
Winston Caster White 3 Box	December 1995	420	3mg	0.3mg
Winston Caster White One Box	February 1993	420	1mg	0.1mg
Winston Caster White One 100's Box	December 1996	420	1mg	0.1mg
Winston Blue 10 Box	November 2015	420	10mg	0.8mg
Winston Blue 8 Box	November 2015	420	8mg	0.7mg
Winston Blue 6 100's Box	June 2010	420	6mg	0.5mg
Winston Blue 3 100's Box	November 2015	420	3mg	0.3mg
Winston Blue One 100's Box	June 2010	420	1mg	0.1mg
Winston Inazma Menthol 8 Box	May 2012	420	8mg	0.7mg
Winston Inazma Menthol 5 Box	December 2015	420	5mg	0.4mg
Winston Inazma Menthol One 100's Box	October 2016	420	1mg	0.1mg
Winston Spirits Menthol 8 Box	December 2015	420	8mg	0.7mg
Winston Spirits Menthol 5 Box	December 2015	420	5mg	0.4mg
Winston Spirits Menthol One 100's Box	December 2015	420	1mg	0.1mg
Winston Sparkling Menthol 8 Box	January 2016	420	8mg	0.6mg
Winston Sparkling Menthol 5 Box	January 2016	420	5mg	0.4mg
Winston 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 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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