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FOR IMMEDIATE RELEASE

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★ **Four new products inheriting the flavor, aroma and design of “Seven Stars”**

“Seven Stars 10” “Seven Stars 7”

“Seven Stars 4” “Seven Stars 1”

To be rolled out across Japan from early July 2014

★ **With a new name and design, offering the same flavor and aroma**

“Seven Stars 10 Box”

“Seven Stars 7 Box”

To be rolled out across Japan from mid-June 2014

Japan Tobacco Inc. (JT) (TSE: 2914) has announced the nationwide launch of four new products from the Seven Stars line, one of the most prominent brands in Japan, from early July 2014: “Seven Stars 10”, “Seven Stars 7”, “Seven Stars 4” and “Seven Stars 1”. In addition, “Seven Stars Medium Box” and “Seven Stars Lights Box” will be relaunched with new names and designs: “Seven Stars 10 Box” and “Seven Stars 7 Box”, respectively. The two products will be rolled out across Japan from mid-June 2014.

★ **Four new products that inherit the flavor, aroma, and design of “Seven Stars”!
Two box-type products to be relaunched with new names and designs!**

Since its launch in 1969, the Seven Stars brand has consistently offered unique value in terms of flavor, aroma and design, and as a result has become extremely popular among consumers. In fact, with “Seven Stars” in the No.1 position for domestic tobacco sales figures*, the brand is now one of the most popular in Japan.

To meet the diversifying needs of consumers, JT will launch “Seven Stars 10”, “Seven Stars 7”, “Seven Stars 4”, and “Seven Stars 1” which inherits the flavor, aroma and design of “Seven Stars”. With these new products, consumers can enjoy a rich solid taste, a deep mellow aroma and ample smoke feel, in a range of tar levels. The new packages will retain the basic Seven Stars design of a white base and a discreet pattern of small stars covering the whole package.

Furthermore, two products, namely “Seven Stars Medium Box” and “Seven Stars Lights Box”, will be relaunched as “Seven Stars 10 Box” and “Seven Stars 7 Box” with new designs, but will retain the same flavor and aroma, which has proven popular with customers. The packages will feature the same design as the soft packs, thereby enhancing the sense of brand line consistency.

The Company is committed to continually improving the quality of its products and services to better satisfy consumers, including the launches of the four new products and two product relaunches from the Seven Stars line.

* According to annual sales figures from the Tobacco Institute of Japan (FY2013)

Product information of the Seven Stars brand as of July 1, 2014

| Name | Launched | Price(Yen) | Tar | Nicotine |
|--|---------------|------------|------|----------|
| Seven Stars | February 1969 | 460 | 14mg | 1.2mg |
| Seven Stars 10 | July 2014 | 460 | 10mg | 0.8mg |
| Seven Stars 7 | July 2014 | 460 | 7mg | 0.6mg |
| Seven Stars 4 | July 2014 | 460 | 4mg | 0.4mg |
| Seven Stars 1 | July 2014 | 460 | 1mg | 0.1mg |
| Seven Stars Box | August 1995 | 460 | 14mg | 1.2mg |
| Seven Stars 10 Box (Relaunched mid-June 2014) | May 1990 | 460 | 10mg | 0.8mg |
| Seven Stars 7 Box (Relaunched mid-June 2014) | July 2004 | 460 | 7mg | 0.6mg |
| Seven Stars Real Rich | December 2013 | 460 | 14mg | 1.2mg |
| Seven Stars Real Smoke | December 2013 | 460 | 14mg | 1.2mg |
| Seven Stars Menthol 12 Box | April 2014 | 460 | 12mg | 0.9mg |
| Seven Stars Menthol 8 Box | April 2014 | 460 | 8mg | 0.7mg |
| Seven Stars Menthol 5 Box | April 2014 | 460 | 5mg | 0.5mg |
| Seven Stars Cutting Menthol | August 2011 | 460 | 7mg | 0.6mg |
| Seven Stars Solid Box* | February 2011 | 460 | 7mg | 0.7mg |

*“Seven Stars Solid Box” will be discontinued once the stock is sold out.

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Japan Tobacco Inc. is a leading international tobacco product company. Its products are sold in over 120 countries and its internationally recognized cigarette brands include Winston, Camel, Mevius and Benson & Hedges. With diversified operations, JT is also actively present in pharmaceuticals, beverages and processed foods. The company's revenue was ¥2.399 trillion (US\$23,318 million()) in the fiscal year ended March 31, 2014.*

*Translated at the rate of ¥102.92 per \$1, as of March 31, 2014

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