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FOR IMMEDIATE RELEASE

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- Aiming to become global No. 1 brand -

Integration of “Cabin” and “Caster” with “Winston”

**Two brands long beloved in Japan to be integrated with global brand
as “Winston Cabin” and “Winston XS Caster” in early August 2015**

Japan Tobacco Inc. (JT) (TSE: 2914) has announced that in August 2015 Cabin and Caster, long-selling brands with over thirty years of history in Japan, will be integrated with Winston, the Company’s Global Flagship Brand¹ and will be henceforth known as “Winston Cabin” and “Winston XS Caster”.

Since their launch, in 1978 for Cabin and 1982 for Caster, both brands have enjoyed consumers’ wide support due to their quality taste and aroma. Meanwhile, Winston was launched in 1954 in the United States, and today it is a major brand with over sixty years of tradition. In 2007 it was recognized as the second largest tobacco brand² in the world and is currently sold in 111 countries³ including Japan, fulfilling its role as a driver of the Company’s tobacco business growth.

While retaining their original taste and aroma, Cabin and Caster will become part of the Winston family and share its global identity. The brand names will be respectively changed to “Winston Cabin” and “Winston XS Caster” in the Japanese market from August 2015. The packages will receive new designs in mid-October 2015.

As part of Winston’s mid-to-long term strategy to become the global No.1 brand, JT Group will further enhance the brand equity. It will also continue to expand its geographical presence by responding to the various consumers’ preferences not only in Japan, but Asia and the rest of the world.

¹ Global Flagship Brands (GFB) for the international tobacco business consist of eight brands: Winston, Mevius, Camel, Benson & Hedges, Silk Cut, LD, Sobranie and Glamour.

² Researched by Euromonitor

³ Reported at the end of December 2014

Schedule of rebranding of Cabin and Caster in the Japanese market

In the process of integration of Cabin and Caster with Winston, in August 2015 the brand names will be respectively changed to “Winston Cabin” and “Winston XS Caster”, and in mid-October 2015 the packages will receive new designs.

The original taste and aroma of both brands will remain unchanged. However, the design of the packages will evolve into the global one, while retaining each series’ basic colors that express their unique characteristics. Additional refined premium feeling will be achieved by featuring curves on the parts of packages.

Schedule of changing to Winston in the Japanese market

The package design of four series of the Winston family in the Japanese market will be changed in mid-October 2015.

New Winston products series

New Winston will be represented by four series in the Japanese market from mid-October 2015.

Winston Cabin
Winston XS Caster
Winston XS Inazma Menthol
Winston XS

* The present names and design of “Winston (soft pack)”, “Cabin Gold Wild 8 Box” and “Caster Gold Silk 6 Box”, will not be changed.

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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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