



FOR IMMEDIATE RELEASE

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A stylish curved pack and smooth, well-balanced taste

**“Camel Black Box” and
“Camel White Box”**

To be rolled out in all sales outlets in Tokyo and Kanagawa, from early August 2013

Japan Tobacco Inc. (JT) (TSE: 2914) announced today the launch of “Camel Black Box” and “Camel White Box,” two stylish, curved-pack cigarettes with excellent flavor balance and smoothness, in all sales outlets in Tokyo and Kanagawa from early August 2013.

The historic Camel brand is one of the leading brands of the JT Group. It was introduced in the United States in 1913 and was the first in the world to adopt the American blend¹ that has since evolved to be the mainstream blend.

● Launched in all sales outlets in Tokyo and Kanagawa, in response to positive feedback from consumers

“Camel Black Box” and “Camel White Box” are currently on sale in more than 20 countries², mainly in Europe, where a great many consumers enjoy the stylish Camel brand.

As a trial of Camel sales in the Japanese domestic market, the cigarettes were launched in mid-January 2013 in selected retail stores across Japan, excluding Okinawa. In response to positive feedback from consumers, the cigarettes will be launched in all outlets in Tokyo and Kanagawa, in addition to the selected retail stores where the products are already on sale.

● A stylish design with the ultimate in simplicity, offering a well-balanced, smooth-tasting palate

The taste and flavor of the cigarette is distinctive of an American blend smoke, offering a satisfying smoking experience, while it features a well-balanced, smooth-tasting palate.

The tar values are 10 mg for the “Camel Black Box” and 6 mg for the “Camel White Box”.

To create stylish and modern designs, a curved-pack, featuring edges that have been tapered off into smooth curves, and black and white, for the ultimate in simplicity, are used for the cigarette packaging.

The Company is committed to continually improving the quality of our products and services to better satisfy consumers, including the launch of the two Camel cigarettes in all sales outlets in Tokyo and Kanagawa.

¹ The world's most common tobacco blend with a good balance of flavors.

² Internal research

Product information of the Camel brand as of August 1, 2013

Name	Launched	Price (Yen)	Tar	Nicotine
Camel Black Box	January 2013	440	10mg	0.8mg
Camel White Box	January 2013	440	6mg	0.5mg

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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 brands include Winston, Camel, Mevius/Mild Seven and Benson & Hedges. With diversified operations, JT is also actively present in pharmaceuticals, beverages and processed foods. The company's revenue was ¥2.120 trillion (US\$22,543 million()) in the fiscal year ended March 31, 2013.*

**Translated at the rate of ¥94.05 per \$1, as of March 29, 2013*

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