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FOR IMMEDIATE RELEASE

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~Offering the strongest menthol sensation in the Pianissimo line~

“Pianissimo Icene Spike”

To be launched nationwide from mid-January 2014

Japan Tobacco Inc. (JT) (TSE: 2914) has announced that it will be launching “Pianissimo Icene Spike,” a product offering the strongest menthol sensation¹ in the Pianissimo lineup, across Japan from mid-January 2014.

First launched in 1995, Pianissimo boasts a product lineup offering a range of smoking feel, functionality, and designs to meet the needs of consumers, and is a popular menthol brand. The Pianissimo Icene series offers a smooth taste and a refreshingly ice-like menthol sensation.

★ A 6 mg product with a pure, straight menthol sensation and an ice-like feel

“Pianissimo Icene Spike” offers the strongest menthol sensation in the Pianissimo line, and is characterized by a pure, straight menthol sensation and an ice-like feel, with less tobacco-peculiar rough taste. For “Pianissimo Icene Spike”, JT has adopted the regular cigarette diameter, larger than the other slim-sized Icene products, to achieve the strong menthol sensation and satisfying smoking experience. The powerful “hammering” image of the name “SPIKE” is intended to represent the strong menthol sensation.

D-spec² technologies have also been incorporated to reduce smoke smells.

The package design of the product adopts the black and white background and the pink opening tape³ and inner frame⁴ to maintain a consistent feel for the Pianissimo Icene line, but features the “ICENE SPIKE” product name printed and positioned boldly on the package to project a simple and cool design.

The Company is committed to continually improving the quality of our products and services to better satisfy consumers, including the launch of “Pianissimo Icene Spike”.

¹ Based on internal research.

² D-spec: The collective name for products that, using JT technologies, have been created to lessen the unpleasant “cigarette smell” and instead give off pleasant aromas.

³ The tape-like band used to tear open the film of individual cigarette packaging.

⁴ The inner box within each pack.

Product information of the Pianissimo brand as of January 2014

Name	Launched	Price (Yen)	Tar	Nicotine
Pianissimo Aria Menthol	August 1995	440	1mg	0.1mg
Pianissimo Precia Menthol	November 2010	440	1mg	0.1mg
Pianissimo Pétit Menthol One	July 2005	440	1mg	0.1mg
Pianissimo Fram Menthol One	October 2008	220	1mg	0.1mg
Pianissimo Lucia Menthol	February 2003	440	5mg	0.3mg
Pianissimo Icene Gracia	August 2002	440	5mg	0.4mg
Pianissimo Icene Crista	December 2009	440	1mg	0.1mg
Pianissimo Icene Spike	January 2014	440	6mg	0.5mg
Pianissimo ViV Menthol	November 2011	440	6mg	0.5mg
Pianissimo Precia Dia's Menthol	July 2012	440	6mg	0.4mg

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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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