



FOR IMMEDIATE RELEASE

Tokyo, April 12, 2013

Smokeless tobacco “Zerostyle Mint” to be relaunched with new features as
“Zerostyle Blue Mint”

To be rolled out across Japan from late May 2013

Japan Tobacco Inc. (JT) (TSE: 2914) announced today that it will relaunch its “Zerostyle Mint” smokeless tobacco product with improved flavor and aroma. With a redesigned package, the product will be rolled out across Japan^{*1} from late May 2013 under the name “Zerostyle Blue Mint”.

Since its first launch in May 2010, the Zerostyle smokeless tobacco line has been well received. The product does not require a flame, and thus is smokeless, allowing consumers to use it in a variety of locations, being considerate to neighbors at the same time.

■ **“Zerostyle Blue Mint”, with a brisker, stronger menthol flavor**

The flavor and aroma of the “Zerostyle Mint” smokeless tobacco product will be changed to match those of “Zerostyle Drive Concept,”^{*2} which was popular with consumers for its brisk and strong menthol flavor and aroma with a subdued sweetness.

Furthermore, the package will be redesigned based on the current “Zerostyle Mint” design but will use a blue color tone to express the brisker, stronger menthol flavor. The product will be relaunched under the name “Zerostyle Blue Mint.”

*1 To be launched in Tokyo, Kanagawa, Saitama, Chiba, and in selected retail stores across Japan.

*2 Launched in limited quantities in October 2012

The smokeless “Zerostyle” line

■ The smokeless "Zerostyle" line, giving you more opportunities to enjoy tobacco

"Zerostyle" is a new style snuff tobacco product. The product does not require a flame, and thus is smokeless. For this reason, the Company believes that the product can meet the needs of consumers who want to enjoy the flavor and aroma of tobacco, while being considerate to neighbors.

As Japanese consumers are unfamiliar with conventional snuff products, the design of the “Zerostyle” line was developed, adopting a replaceable cartridge that fits into a cigarette-shaped pipe which contains tobacco leaves, allowing customers to enjoy the flavor and aroma of the tobacco. On a single refill cartridge, consumers can use the product for approximately half to one full day, depending on the individual.

■ JT will continue striving to enhance consumer satisfaction

Tobacco has been an article of enjoyment for many adults. To meet a diverse range of consumer needs, JT is committed to continuously strengthening its product portfolio, including the development of new tobacco products beyond cigarettes as well as improvement to product taste and flavor.

● The relaunch of smokeless “Zerostyle” line

For “Zerostyle Mint”

- Name will be changed to “**Zerostyle Blue Mint**”
- Flavor and aroma will be improved
- Package will be redesigned

For “Zerostyle Mint” and “Zerostyle Bitter Leaf”

- Colored cartridge tips are being adopted to make the cartridges easier to distinguish for consumers
- New cartons will contain five packs instead of ten
- The “best-before” period will be extended from six months to eight months

Zerostyle product information as of May 27, 2013

Name	Launched	Price (Yen)
Zerostyle Blue Mint	May 2013	410
Zerostyle Blue Mint Refill Cartridges (two refill cartridges)	May 2013	300
Zerostyle Bitter Leaf	December 2011	410
Zerostyle Bitter Leaf Refill Cartridges (two refill cartridges)	December 2011	300

###

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 ¥2.034 trillion (US\$24,745 million()) in the fiscal year ended March 31, 2012.*

**Translated at the rate of ¥82.19 per \$1, as of March 30, 2012*

Contacts: Ryohei Sugata, General Manager
Mahoko Tsuchiya, Manager
Media and Investor Relations Division
Japan Tobacco Inc.
Tokyo: +81-3-5572-4292
E-mail: jt.media.relations@jt.com