



**FOR IMMEDIATE RELEASE**

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**The popular Hi-Lite Inazma Menthol to be relaunched as  
“Winston XS Inazma Menthol 8 Box” and  
“Winston XS Inazma Menthol One Box”  
with the same flavor and aroma!  
To go on sale in early December 2013**

Japan Tobacco Inc. (JT) (TSE: 2914) has announced that “Hi-Lite Inazma Menthol 8 Box” and “Hi-Lite Inazma Menthol One Box”, which have been very popular for their super strong menthol sensation, will be relaunched in early December as “Winston XS Inazma Menthol 8 Box” and “Winston XS Inazma Menthol One Box”, with the same flavor and aroma.

● **Super strong menthol products to be launched by the world-renowned Winston brand!**

First launched in the United States in 1954, Winston is sold in over 100 countries including Japan<sup>1</sup>, making it the world’s second largest brand<sup>2</sup>.

The XS series, launched by Winston in 2009, has enjoyed rapid growth in many markets worldwide with its stylish and modern designs being well received by consumers.

The current Hi-Lite Inazma Menthol series will become part of the global Winston brand and be relaunched as Winston’s XS series, making its first appearance in Japan. The Company will continue to offer added value and satisfaction to consumers by extending the Winston lineup in Japan and enhancing its brand equity.

● **Charged with menthol! A jolt of strong menthol. Packages featuring bold, stylish designs**

“Winston XS Inazma Menthol 8 Box” and “Winston XS Inazma Menthol One Box” are 8mg and 1mg tar products respectively, with the same flavor and aroma as the two Hi-Lite Inazma Menthol products. The products feature “super strong menthol”, a sharp but rough menthol sensation, like the strike of a lightning bolt.

The package designs are based on Winston XS series products available on the global market but with the iconic black and white color schemes of the two Hi-Lite Inazma Menthol products. The front of the packages feature the “XS” series name in yellow and green colors with stylish, bold designs that embodies the lightning-like jolt of the strong menthol flavor.

The Company is committed to continually improving the quality of our products and services to better satisfy consumers, including the launch of the two new Winston products.

<sup>1</sup> Internal data (August 2013)

<sup>2</sup> Euromonitor (2012)

Product information of the Winston brand as of December 2013

Name	Launched	Price (Yen)	Tar	Nicotine
Winston	December 1957	400	12mg	0.9mg
Winston Lights 6 Box	June 2010	400	6mg	0.5mg
Winston Ultra One 100's Box	June 2010	400	1mg	0.1mg
Winston XS Inazma Menthol 8 Box	May 2012	410	8mg	0.7mg
Winston XS Inazma Menthol One Box	May 2012	410	1mg	0.1mg

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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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