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**FOR IMMEDIATE RELEASE**

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Four flavors and aromas to select from in the popular Zerostyle brand line of smokeless tobacco

**Zerostyle Stix Blue Mint** (relaunch)  
**Zerostyle Stix Brown Flavor** (relaunch)  
**Zerostyle Stix Pink Flavor** (new)  
**Zerostyle Stix Green Mint** (new)

Four products to go on sale in early November 2013

Japan Tobacco Inc. (JT) (TSE: 2914) has announced that the Company is relaunching the popular “Zerostyle Blue Mint” and “Zerostyle Bitter Leaf” smokeless tobacco products to be sold as “Zerostyle Stix Blue Mint” and “Zerostyle Stix Brown Flavor”, respectively. Furthermore, the Zerostyle brand line will feature two new products: “Zerostyle Stix Pink Flavor” and “Zerostyle Stix Green Mint”. The total of four products will go on sale from early November in Tokyo, Kanagawa, Saitama, Chiba, and selected retail stores nationwide.

■**The enjoyment of choice - a completely new concept “Zerostyle Stix”**

After the launch of Zerostyle in 2010 the Company received a lot of suggestions from consumers. In response to that feedback three limited edition products, which offered a choice of flavor and holders, were released in early October 2012 and proved to be very popular. The new “Zerostyle Stix” lineup is wholly new in the Zerostyle brand as it offers the enjoyment of choice to a wider range of consumers.

■**Diverse lineup of flavors and aromas**

There will be no changes to the flavor, aroma, or soothing straight mint taste in the transition to “Zerostyle Stix Blue Mint”. The flavor and aroma of “Zerostyle Stix Brown Flavor”, however, will be updated, resulting in a product with a subtle sweetness and a pleasant hint of bitterness. The new “Zerostyle Stix Pink Flavor” is a product that boasts a mild sweetness and light aroma. “Zerostyle Stix Green Mint”, the other new product, gives consumers a faintly sweet and fresh mint flavor.

The package features the “STIX”<sup>\*1</sup> lettering denoting the product type, a graphic symbol representing the cartridge design on the front, and colorful schemes symbolizing the different product flavors and aromas.

### ■Even more variety with the specialized holders

With this new launch the Company is also launching five types of specialized colorful holders, to be sold separately\*2. Customers can match up the four products with the specialized holder of their liking and enjoy a broad array of patterns.

### ■The smokeless “Zerostyle” line, giving more opportunities to enjoy tobacco

“Zerostyle” is a snuff tobacco product. The product does not require a flame, and thus is smokeless, allowing consumers to use it in a variety of locations, being considerate to neighbours at the same time.

As Japanese consumers are unfamiliar with conventional snuff products, the design of Zerostyle was developed, adopting a replaceable cartridge that contains granulated tobacco leaves and fits into a pipe-shaped holder.

The product is fitted with a tapered mouthpiece and removable cap, and consumers can use the product for approximately half to one full day after fitting the refill cartridge, depending on the individual.

### ■There are two product types in the Zerostyle brand line: Stix and Snus

There is the Stix type, which consists of a granulated tobacco leaf-filled cartridge that fits into a pipe-shaped holder, letting consumers to enjoy the flavor and aroma of the tobacco, and the Snus type, which consists of portions of tobacco powder-filled pouches that consumers insert into their mouths to enjoy the flavor and aroma of the tobacco.

### ■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.

◆Zerostyle Stix Blue Mint	Flavor and aroma remain unchanged
◆Zerostyle Stix Brown Flavor	Improved flavor and aroma
◆Zerostyle Stix Pink Flavor	New product
◆Zerostyle Stix Green Mint	New product

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\*1 “Stix” is a combination of the word “stick” and the letter “X”, signifying a variable of infinite possibilities and our wish to offer unlimited enjoyment of choice to consumers, who can enjoy different combinations of flavors, aromas, and holders.

\*2 Sold by TS Network Co., Ltd., a subsidiary of JT.

### Product information of the Zerostyle Stix brand as of November 2013

Name	Launched	Price (Yen)
Zerostyle Stix Blue Mint holder set	November 2013	410
Zerostyle Stix Blue Mint refill pack (2 cartridges)	November 2013	300
Zerostyle Stix Brown Flavor holder set	November 2013	410
Zerostyle Stix Brown Flavor refill pack (2 cartridges)	November 2013	300
Zerostyle Stix Pink Flavor refill pack (2 cartridges)	November 2013	300
Zerostyle Stix Green Mint refill pack (2 cartridges)	November 2013	300

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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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