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FOR IMMEDIATE RELEASE

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~Two products from Seven Stars that offer the ultimate in taste~

SevenStars Rich flavor and aroma: “Seven Stars Real Rich”
★★★★★★Deep flavor and aroma: “Seven Stars Real Smoke”

To be launched nationwide in early December 2013

Japan Tobacco Inc. (JT) (TSE: 2914) has announced the nationwide early-December launch of two new products from Seven Stars, one of the most prominent brands in Japan: “Seven Stars Real Rich,” the ultimate in rich flavor and aroma, and “Seven Stars Real Smoke,” the ultimate in deep flavor and aroma.

Since its launch in 1969, Seven Stars has consistently offered unique value in terms of flavor, aroma and design, and as a result has become extremely popular among consumers. In fact, with “Seven Stars” in the No. 1 slot for domestic tobacco sales figures¹ and 10 products in the lineup, the brand is now one of the most popular in Japan.

★ Two products simultaneously released from Seven Stars, offering the ultimate in richness and depth, respectively

Seven Stars is a brand known for its robust smoking sensation and deep flavor. The newly launched “Seven Stars Real Rich” and “Seven Stars Real Smoke” preserve these aspects of Seven Stars and at the same time, using only the most stringently selected leaf tobacco, embody the ultimate in richness and depth, respectively.

With “Seven Stars Real Rich,” only select leaf tobacco is used to bring out the quality taste, resulting in a rich and mellow flavor and aroma with no roughness.

For the package design, the basic Seven Stars design was used as a template but given a deep red base tone rendered in sophisticated hues, representing the rich aroma and depth of the product.

With “Seven Stars Real Smoke,” the natural properties of select leaf tobacco were maximized to produce a product with a full smoke sensation that is sharp yet has depth.

For the package design, the basic Seven Stars design was adopted but with bold black hues as the base tone, symbolizing a product with a rich and full smoke sensation together with a roasted flavor.

The Company is committed to continually improving the quality of our products and services to better satisfy consumers, including the launch of “Seven Stars Real Rich” and “Seven Stars Real Smoke”.

¹ According to sales figures of the top 20 products released by the Tobacco Institute of Japan (FY2012)

Product information of the Seven Stars brand as of December, 2013

| Name | Launched | Price(Yen) | Tar | Nicotine |
|--------------------------------|----------------|------------|------|----------|
| Seven Stars | February 1969 | 440 | 14mg | 1.2mg |
| Seven Stars Box | August 1995 | 440 | 14mg | 1.2mg |
| Seven Stars Medium Box | May 1990 | 440 | 10mg | 0.8mg |
| Seven Stars Lights Box | July 2004 | 440 | 7mg | 0.6mg |
| Seven Stars Solid Box | February 2011 | 440 | 7mg | 0.7mg |
| Seven Stars Deep Menthol Box | February 2011 | 440 | 12mg | 0.9mg |
| Seven Stars Solid Menthol Box | February 2011 | 440 | 7mg | 0.6mg |
| Seven Stars Cutting Menthol | August 2011 | 440 | 7mg | 0.6mg |
| Seven Stars Alaska Menthol Box | December 2008 | 440 | 5mg | 0.4mg |
| Seven Stars Menthol Snap Box | September 2012 | 440 | 7mg | 0.7mg |
| Seven Stars Real Rich | December 2013 | 440 | 14mg | 1.2mg |
| Seven Stars Real Smoke | December 2013 | 440 | 14mg | 1.2mg |

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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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