



FOR IMMEDIATE RELEASE

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A redesign emphasizing brand consistency with no change in flavor and aroma
“Hope (10)” “Hope Lights”
“Hope Super Lights” “Hope Menthol”
To be rolled-out across Japan from mid-February 2014

Japan Tobacco Inc. (JT) (TSE: 2914) has announced a redesign of all four products in the “Hope” range. The new design will emphasize brand consistency, with no change in flavor and aroma. The redesigned products will be rolled-out across Japan from mid-February.

★ Known for their rich, concentrated flavor and robust, satisfying smoking sensation, “Hope” products will see a new design with greater brand consistency

Since the launch in 1957 of “Hope (10)” as Japan’s first filtered cigarette product, “Hope” has been one of the most long-selling brands enjoying consumer popularity, with a rich, concentrated flavor characterized by its short and thick size, and robust, satisfying smoking sensation.

To enhance brand loyalty with “Hope” consumers who have chosen the products over the years and to convey its appeal to an even broader consumer base, JT is giving all four products in the line a new design.

The new design is based on the long-selling “Hope (10)” design and features the bow and arrow mark and Hope logo prominently on the front of the package, using gradation and shadowing. This design preserves the bold appearance of the previous design while conveying a stronger sense of the tradition and vitality of the “Hope” brand. In addition, the new design is uniformly adopted for all “Hope” products, strengthening the presence of the entire “Hope” range.

The Company is committed to continually improving the quality of our products and services to better satisfy consumers, including the redesign of the “Hope” products.

Product information of the Hope brand as of January 15, 2014

Name	Launched	Price (Yen)	Tar	Nicotine
Hope (10)	July 1957	220	14mg	1.1mg
Hope Lights	March 1992	220	9mg	0.8mg
Hope Super Lights	July 2004	220	6mg	0.5mg
Hope Menthol	May 2003	220	8mg	0.6mg

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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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