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**FOR IMMEDIATE RELEASE**

**Applications for “taspo” to Begin in December 2007**

**Tokyo, November 30, 2007** – Japan Tobacco Inc. (JT) (TSE: 2914) today announced that on December 1, 2007, the Tobacco Institute of Japan<sup>1</sup> (TIOJ) would begin accepting applications for the issuance of the “taspo<sup>2</sup>” card from residents in Miyazaki, Kagoshima and Kanagawa<sup>3</sup> prefectures, prior to the launch of the vending machines with the adult identification functions scheduled for March 2008, as pilot areas.

In November 2001, the TIOJ, the Japan Tobacconist Federation (JTF) and the Japan Vending Machine Manufacturers Association (JVMA), established a cooperative agreement for the development and implementation of cigarette vending machines with adult identification functions, and have since been working closely toward their goal of fitting all vending machines throughout Japan with the functions, scheduled to begin this March and conclude in July 2008. The new vending machines will be introduced across Japan as part of an industry-wide initiative aimed at tackling the problem of underage smoking, and customers purchasing cigarettes will be asked to provide proof of age with the use of a pre-issued IC card (“taspo”), which the machines are able to read.

**About “taspo” and the Adult Identification Functions**

1. Utilizes “taspo,” a contactless IC card with an adopted anti-counterfeit technology
2. Personal information and verification of age and identity is required when applying for the “taspo” card, which will be kept strictly secure
  - Age and identity verification must be provided through valid ID issued by an official public institution
  - A photo of the cardholder is printed on the card to prevent misuse or theft
  - “taspo” cards reported as lost or stolen will be invalidated under the control of the operating center
  - For information on how to apply for the “taspo” card please refer to the Web site at: <http://www.taspo.jp> (available in English language beginning December 1, 2007)
3. The “taspo” card also features a prepaid electronic money function provided by JCB Co., Ltd.<sup>4</sup>
  - The “taspo” cards are rechargeable (may be done at vending machines)
4. The new system will be installed into all cigarette vending machines in Japan, which in 2006, accounted for some 565 thousand machines

<sup>1</sup> The Tobacco Institute of Japan is a nationwide association of tobacco companies whose members include JT as well as other global tobacco companies operating in Japan.

<sup>2</sup> “taspo,” which stands for “tobacco passport,” is the age verification card used for the purchasing of cigarettes from vending machines with the adult identification functions. “taspo” is only available to aged 20 and over.

<sup>3</sup> The implementation of the vending machines with the adult identification function will launch in Kanagawa prefecture in July 2008. Please refer to Attachment 3 for additional details.

<sup>4</sup> JCB Co., Ltd. is Japan’s largest credit card company.



\*Please refer to Attachments 1-4 for details regarding the “taspo” card design, vending machines with the adult identification functions, a schedule of the introduction and schematic view of the new system.

The new vending machines are the latest program to be added to a number of initiatives aimed at youth smoking prevention already being conducted by the tobacco industry in Japan, including activities to raise awareness at point of sale, the development of informative posters and newspaper ads, and participation in a variety of programs, all aimed at the prevention of underage smoking.

### **Youth Smoking Prevention in Japan**

#### **Timeline of Events:**

April 1996:

Outdoor cigarette vending machines across Japan stopped sales of cigarettes from 11:00 p.m. to 5:00 a.m. following an industry-wide agreement.

September 2001:

JT, along with several other leading tobacco companies, established an agreement on the International Tobacco Products Marketing Standards (IMS), to ensure that tobacco brand marketing is not directed toward youth.

November 2001:

The TIOJ, JTF and JVMA established an agreement to cooperate in the development and implementation of cigarette vending machines with an adult identification functions.

April 2002:

The first testing phase was conducted for the vending machines with the adult identification functions in Yokaichiba City in Chiba Prefecture (over a one-year period).

April 2004:

The TIOJ revised its own advertising guidelines to promote youth smoking prevention.

\*Original guidelines were implemented in April 1985

May 2004:

The second testing phase for the vending machines with the adult identification functions was initiated in Tanegashima in Kagoshima Prefecture.

March to July 2008:

Cigarette vending machines with the adult identification functions will be introduced throughout Japan.

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*Japan Tobacco Inc. is the world's third largest international manufacturer of tobacco products. The company manufactures internationally recognized cigarette brands including Winston, Camel, Mild Seven and Benson & Hedges. Since its privatization in 1985, JT has actively diversified its operations into pharmaceuticals and foods. The company's net sales were ¥4.769 trillion in the fiscal year ended March 31, 2007.*

## Attachment 1

# 『IC Card』 taspo Design

## 【 Card Front 】






## 【 Card Back 】

### taspo ご利用案内

□本カードは、身分証明書ではなく成人識別たばこ自動販売機専用のICカードです。□本カードの所有権は(社)日本たばこ協会にあります。表面に記載された本人のみが利用でき、他人に貸与、譲渡、質入れすることはできません。□当協会から返還請求のあった場合は、直ちにご返却ください。□不正利用等が発生した場合に、当協会はカードの利用を停止することがあります。□表面に記載された有効期限より前に更新手続きが必要となる場合があります。

### ピテル ご利用案内

□繰り返しチャージできるプリペイド式電子マネーです。□マークがある成人識別たばこ自動販売機でご利用できます。□原則として換金できません。□チャージ上限金額は20,000円です。□残高は、マークがある成人識別たばこ自動販売機等で確認できます。□残高は、マークがある成人識別たばこ自動販売機での最終利用日から5ヵ年経過後に失効します。

※折り曲げたり、大きな衝撃を与えたり、高温、磁気を帯びたところに放置しないでください。

※紛失・盗難の場合には taspo ダイヤルまでご連絡ください。

※本カードを拾得された方は taspo ダイヤルまでご連絡ください。(薄謝進呈)

※本カードのご利用に際しては、「taspo(タスポ)会員規約」、「ピテルサービス利用規約」が適用されます。

taspo 発行元	ピテル 発行元	お問合せ・ご相談窓口 (taspo ダイヤル)
社団法人日本たばこ協会	株式会社ジェーシービー	☎0120-222-180 ☎0570-012-340
東京都港区西新橋2-16-1	東京都港区南青山5-1-22	<a href="http://www.taspo.jp">http://www.taspo.jp</a>

Attachment 2

『 **taspo** Age Verification Vending Machine 』

【Age Verification Vending Machine】 【Verification Unit】



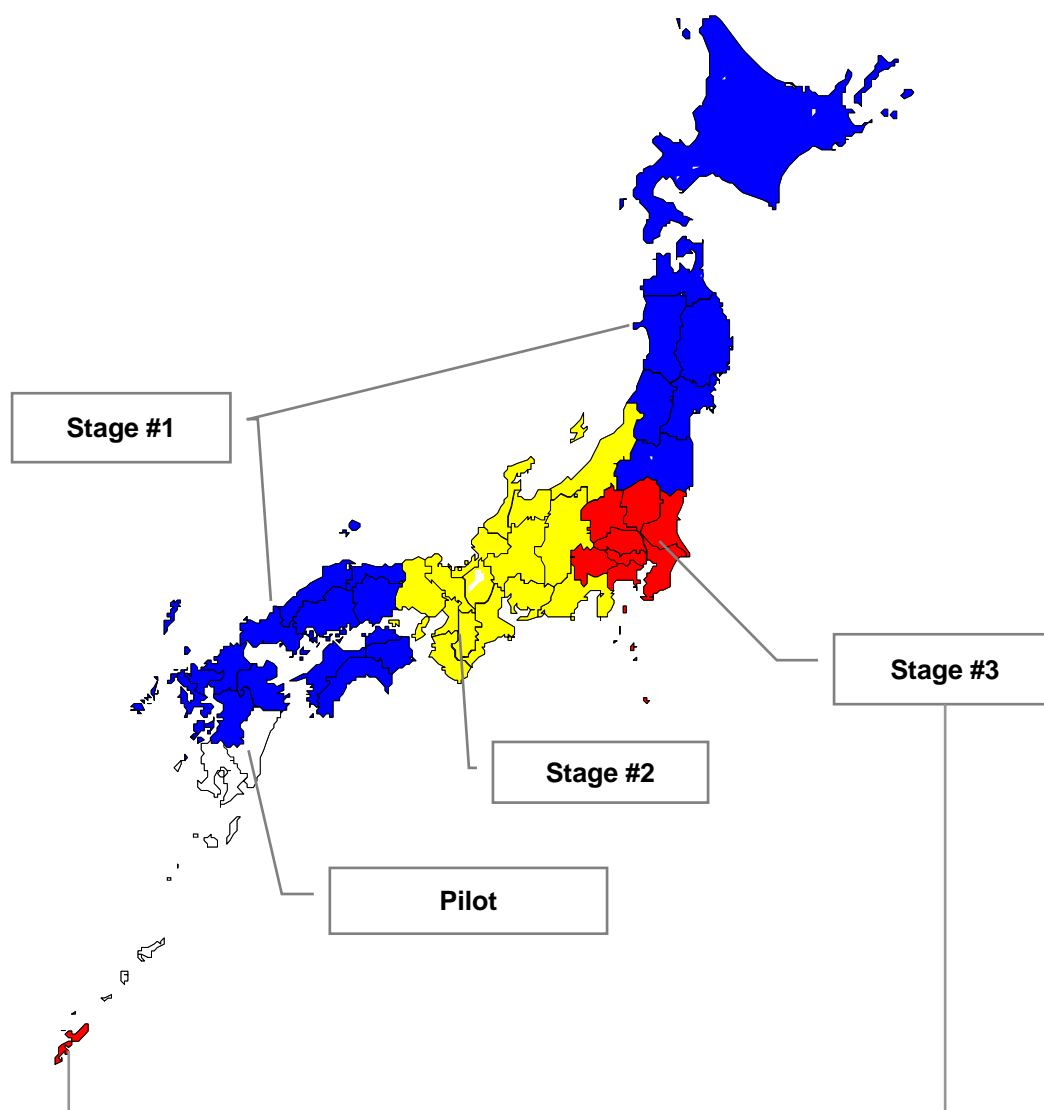
**Close up  
picture of Verification Unit**

# taspo Schedule of Application

	<u>Start of application</u>	<u>Start of service</u>	<u>Coverage prefectures</u>
<b>Pilot</b>	Dec. 2007	Mar. 2008	Kagoshima Miyazaki
<b>Stage #1</b>	Feb. 2008	May 2008	Hokkaido Aomori Iwate Akita Miyagi Yamagata Fukushima Tottori Shimane Hiroshima Okayama Yamaguchi Kagawa Tokushima Ehime Kochi Fukuoka Saga Nagasaki Oita Kumamoto
<b>Stage #2</b>	Feb. 2008	Jun. 2008	Niigata Nagano Toyama Ishikawa Fukui Shizuoka Aichi Gifu Mie Shiga Kyoto Osaka Nara Hyogo Wakayama
<b>Stage #3</b>	Feb. 2008	Jul. 2008	Ibaraki Tochigi Gunma Yamanashi Saitama Chiba Kanagawa Tokyo Okinawa

※Model area of application (under consideration)

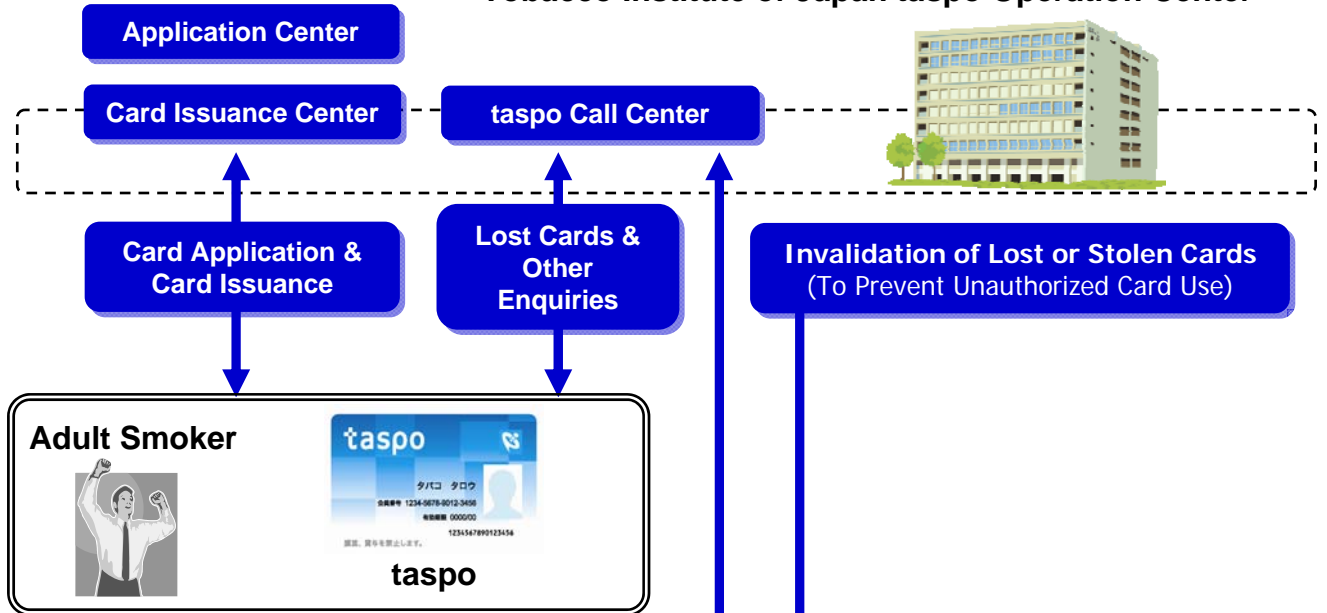
※Download of application form off the Internet will be available nationwide from Dec. 2007.



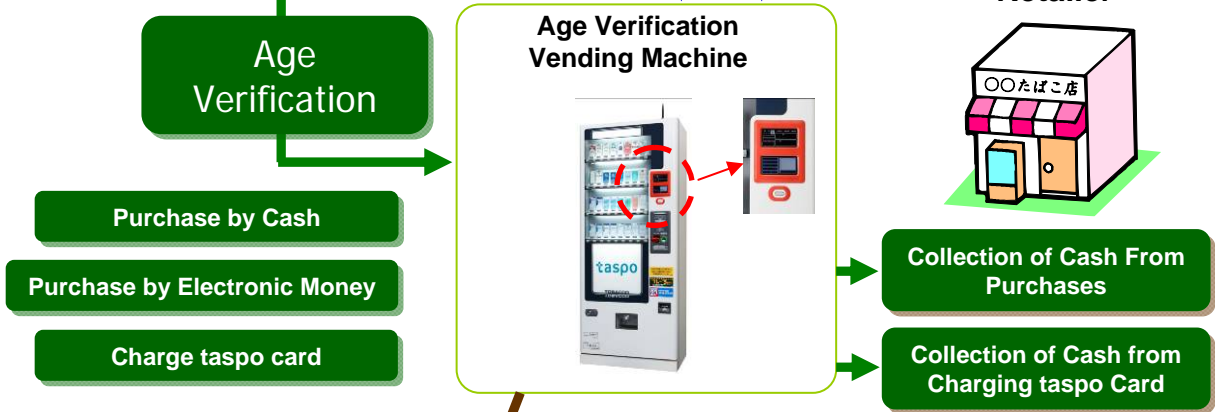
Age verification vending machines will be introduced in Japan in 2008, and will operate under the nationwide system detailed below.

Making a card

Tobacco Institute of Japan taspo Operation Center



Buying Cigarettes



Electronic Money System

