

[This is an English translation prepared for the convenience of non-resident shareholders. Should there be any inconsistency between the translation and the official Japanese text, the latter shall prevail.]

Securities Code: 2914

June 2, 2010

To Our Shareholders

Hiroshi Kimura
President, Chief Executive Officer and
Representative Director
Japan Tobacco Inc.
2-1, Toranomom 2-chome, Minato-ku, Tokyo

NOTICE OF CONVOCAATION OF THE 25TH ORDINARY GENERAL MEETING OF SHAREHOLDERS

You are cordially invited to attend the 25th ordinary general meeting of shareholders of Japan Tobacco Inc. (“JT” or the “Company”) to be held as set forth below.

If you cannot attend the meeting, you may exercise your voting rights in written form or by electromagnetic means including the Internet. Please see the “Reference Documents for the General Meeting of Shareholders” hereinafter described and exercise your voting rights by 6:00 p.m., on Wednesday, June 23, 2010, by returning to us by that time the Voting Rights Exercise Form enclosed herewith indicating whether you are for or against each of the items, or by accessing the web-site designated by us for the exercise of voting rights (<http://www.evotep.jp/>).

Particulars

1. **Date and Time of the Meeting:** Thursday, June 24, 2010, at 10:00 a.m.
2. **Place of the Meeting:** Tokyo Prince Hotel
3-1, Shibakoen 3-chome, Minato-ku, Tokyo
3. **Purpose of the Meeting:**
 - Matters to be Reported:**
 1. Report on the Business Report, the Consolidated Financial Statements, and the Independent Auditors’ Report and JT’s Audit Board Report on the Consolidated Financial Statements for the 25th Business Term (From April 1, 2009 to March 31, 2010)
 2. Report on the Non-Consolidated Financial Statements for the 25th Business Term (From April 1, 2009 to March 31, 2010)
 - Matters to be Resolved:**
 - Item 1:** Appropriation of Surplus
 - Item 2:** Election of Nine (9) Directors

* For those attending, please present the enclosed Voting Rights Exercise Form at the reception desk on arrival at the meeting.

* If there is any amendment to the “Reference Documents for the General Meeting of Shareholders,” Business Report (Japanese only), or Non-Consolidated and Consolidated Financial Statements (Japanese only), it will be published on our web-site (<http://www.jti.co.jp/>).

4. Other Decisions on the Convocation of the Meeting

- (1) If the voting right is exercised both by return of the Voting Rights Exercise Form and via the Internet, only the exercise of the voting right via the Internet shall be valid.
- (2) If the voting right is exercised more than once via the Internet, only the last exercise of the voting right shall be valid.

[Instructions for Exercising Your Voting Rights]

1. Exercise of the Voting Rights by post:

Please indicate whether you are for or against each of the items on the Voting Rights Exercise Form enclosed herewith and return it to us.

2. Exercise of the Voting Rights via the Internet:

Please access the designated web-site for the exercise of voting rights (<http://www.evotep.jp/>) from your computer and indicate whether you are for or against each of the items following the directions on the web-site using the “Log-in ID” and “Temporary Password” described in the Voting Rights Exercise Form enclosed herewith. You are requested to refer to “Direction for Exercise of the Voting Rights via the Internet”(Japanese only).

3. JT participates in the electromagnetic voting rights exercise system (Voting Rights Exercise Platform) operated and administered by ICJ, Inc.

Item 2: Election of Nine (9) Directors

The terms of office of all nine (9) present Directors will expire at the conclusion of this ordinary general meeting of shareholders. Accordingly, the election of nine (9) Directors is proposed.

The candidates for the office of Director are as follows:

Candidate Number	Name (Date of Birth)	Brief Personal History, Positions and Responsibilities in the Company, and Significant Concurrent Positions outside the Company	Number of the Company's Shares Held
1	Yoji Wakui (February 5, 1942)	Apr. 1964 Joined Ministry of Finance May 1995 Deputy Vice Minister Jul. 1997 Director-General of the Budget Bureau Jul. 1999 Vice Chairman of the General Insurance Association of Japan Jun. 2004 Representative Director and Chairman of the Board, the Company Jun. 2006 Chairman of the Board (Current Position) (Significant Concurrent Position) Outside Director of NIPPONKOA Insurance Co., Ltd.	64 shares
2	Hiroshi Kimura (April 23, 1953)	Apr. 1976 Joined the Company (Japan Tobacco and Salt Public Corporation) Jan. 1999 Vice President of Corporate Planning Division May 1999 Senior Manager in Tobacco Business Planning Division, Tobacco Business Headquarters; Executive Vice President, JT International S.A Jun. 1999 Member of the Board Jun. 2001 Retired from Member of the Board Jun. 2005 Member of the Board Jun. 2006 President, Chief Executive Officer and Representative Director (Current Position)	96 shares
3	Munetaka Takeda (August 22, 1949)	Apr. 1972 Joined Ministry of Finance Jul. 1999 Director-General of Kanto Local Finance Bureau, Ministry of Finance Jan. 2001 Deputy Assistant Vice Minister, Cabinet Office Jul. 2001 Director-General of Okinawa Promotion Bureau, Cabinet Office Jul. 2003 Director-General for Policy Planning, Cabinet Office Sep. 2005 Assistant Vice Minister, Cabinet Office Feb. 2007 Corporate Advisor of the Company Apr. 2007 Senior Executive Vice President, and Chief Financial Officer Jun. 2007 Representative Director, Executive Deputy President, Chief Financial Officer, and Assistant to CEO in Compliance and Food Business Jun. 2008 Representative Director, Executive Deputy President, Assistant to CEO in Compliance, Finance and Food Business (Current Position)	34 shares

Candidate Number	Name (Date of Birth)	Brief Personal History, Positions and Responsibilities in the Company, and Significant Concurrent Positions outside the Company	Number of the Company's Shares Held
4	Masaaki Sumikawa (October 11, 1950)	<p>Apr. 1974 Joined the Company (Japan Tobacco and Salt Public Corporation)</p> <p>Jul. 1997 Vice President of Food Business Division</p> <p>Jun. 1998 Vice President of General Administration Division</p> <p>Jul. 2000 Vice President of Human Resources Division</p> <p>Jun. 2003 Senior Vice President, and Assistant to CEO in Real Estate Management, Agriculture, Printing and Vending Machinery Businesses</p> <p>Jan. 2004 Senior Vice President, and Assistant to CEO in Real Estate Management, Printing and Vending Machinery Businesses</p> <p>Jun. 2004 Standing Auditor</p> <p>Jun. 2008 Representative Director, Executive Deputy President, and Assistant to CEO in CSR, Strategy, Human Resources and Operational Review and Business Assurance</p> <p>Jun. 2009 Representative Director, Executive Deputy President, and Assistant to CEO in Strategy, Human Resources, Legal and Operational Review and Business Assurance (Current Position)</p>	81 shares
5	Mitsuomi Koizumi (April 15, 1957)	<p>Apr. 1981 Joined the Company (Japan Tobacco and Salt Public Corporation)</p> <p>Jun. 2001 Vice President of Corporate Planning Division</p> <p>Jun. 2003 Senior Vice President, and Head of Human Resources and Labor Relations Group</p> <p>Jun. 2004 Senior Vice President, and Vice President of Tobacco Business Planning Division, Tobacco Business Headquarters</p> <p>Jun. 2006 Executive Vice President, and Vice President of Tobacco Business Planning Division, Tobacco Business Headquarters</p> <p>Jun. 2007 Member of the Board, Executive Vice President, and Head of Marketing & Sales General Division, Tobacco Business Headquarters</p> <p>Jul. 2007 Member of the Board, Executive Vice President, and Chief Marketing & Sales Officer, Tobacco Business Headquarters</p> <p>Jun. 2009 Representative Director, Executive Deputy President, and President, Tobacco Business (Current Position)</p> <p>(Significant Concurrent Position) Chairman, JT International Holding B.V.</p>	80 shares

Candidate Number	Name (Date of Birth)	Brief Personal History, Positions and Responsibilities in the Company, and Significant Concurrent Positions outside the Company	Number of the Company's Shares Held
6	Masakazu Shimizu (April 22, 1953)	Apr. 1977 Joined the Company (Japan Tobacco and Salt Public Corporation) Apr. 1998 Vice President of Domestic Leaf Tobacco Division, Tobacco Business Headquarters Sep. 1999 Vice President of Finance Division Jul. 2001 Vice President of Temporary Systems Task Force Jul. 2004 Vice President of General Administration Division Jun. 2005 Senior Vice President, and Chief Communications Officer Jun. 2007 Executive Vice President, and Chief Communications Officer Jun. 2009 Representative Director, Executive Deputy President, Chief Communications Officer, and Assistant to CEO in CSR and General Administration (Current Position)	61 shares
7	Noriaki Okubo (May 22, 1959)	Apr. 1983 Joined the Company (Japan Tobacco and Salt Public Corporation) Apr. 2000 Vice President of Business Development Dept., Pharmaceutical Division Jun. 2002 Vice President of Business Planning Dept., Pharmaceutical Division Jun. 2004 Member of the Board, Senior Vice President, and President, Pharmaceutical Business Jun. 2006 Member of the Board, Executive Vice President, and President, Pharmaceutical Business Jun. 2009 Member of the Board, Senior Executive Vice President, and President, Pharmaceutical Business (Current Position)	36 shares
8	Mutsuo Iwai (October 29, 1960)	Apr. 1983 Joined the Company (Japan Tobacco and Salt Public Corporation) Jun. 2003 Vice President of Corporate Planning Division Jul. 2004 Vice President of Corporate Strategy Division Jun. 2005 Senior Vice President, and Vice President of Food Business Division, Food Business Jun. 2006 Member of the Board, Executive Vice President, and President, Food Business Jun. 2008 Executive Vice President, and Chief Strategy Officer (Current Position)	68 shares
9	Yasushi Shingai (January 11, 1956)	Apr. 1980 Joined the Company (Japan Tobacco and Salt Public Corporation) Jul. 2001 Vice President of Financial Planning Division Jun. 2004 Senior Vice President, Head of Finance Group Jul. 2004 Senior Vice President, and Chief Financial Officer Jun. 2005 Member of the Board, Senior Vice President, and Chief Financial Officer Jun. 2006 Member of the Board (Current Position) Executive Vice President, JT International S.A. (Current Position) (Significant Concurrent Position) Executive Vice President, JT International S.A.	59 shares

(Note) No conflict of interest exists between the Company and each of the above candidates.