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**FOR IMMEDIATE RELEASE**

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**JT receives approval to amend retail prices of certain tobacco products in Japan**

**Japan Tobacco Inc. (JT) (TSE: 2914)** announced today that it has received approval from the Minister of Finance to amend retail prices of all 35 cigarette products in the Mevius family, as well as all six products of the former third class cigarettes<sup>1</sup>. The approval follows an application by the Company on January 22, 2016.

**1. Schedule of retail price amendment**

The retail price amendment will take effect on April 1, 2016.

**2. Financial impact**

The JT Group's consolidated financial forecasts for the FY2016, which was announced on February 4, 2016, incorporated the effects of this retail price amendment. Accordingly, this announcement has no financial impact on the consolidated financial forecasts.

The Company is committed to continuously improving quality and services to better satisfy consumers.

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*Japan Tobacco Inc. is a leading international tobacco company. Its products are sold in over 120 countries and its globally recognized brands include Winston, Camel, Mevius, LD and Natural American Spirit. With diversified operations, JT is also actively present in pharmaceuticals and processed foods. The company's revenue was ¥2.253 trillion (US\$18,679 million(\*)) in the fiscal year ended December 31, 2015.*

*\*Translated at the rate of ¥120.61 per \$1, as of December 31, 2015*

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<sup>1</sup> Details of the retail price amendment are shown in the Appendix

**(Appendix)**● **Mevius**

Name	Tar	Nicotine	Sticks /pack	Current Price	New Price
Mevius	10mg	0.8mg	20	¥430	¥440
Mevius Box	10mg	0.8mg	20	¥430	¥440
Mevius 100's Box	10mg	0.8mg	20	¥430	¥440
Mevius Lights	8mg	0.7mg	20	¥430	¥440
Mevius Lights Box	8mg	0.7mg	20	¥430	¥440
Mevius Lights 100's Box	8mg	0.7mg	20	¥430	¥440
Mevius Super Lights	6mg	0.5mg	20	¥430	¥440
Mevius Super Lights Box	6mg	0.5mg	20	¥430	¥440
Mevius Super Lights 100's Box	6mg	0.5mg	20	¥430	¥440
Mevius Extra Lights	3mg	0.3mg	20	¥430	¥440
Mevius Extra Lights Box	3mg	0.3mg	20	¥430	¥440
Mevius Extra Lights 100's Box	3mg	0.3mg	20	¥430	¥440
Mevius One	1mg	0.1mg	20	¥430	¥440
Mevius One Box	1mg	0.1mg	20	¥430	¥440
Mevius One 100's Box	1mg	0.1mg	20	¥430	¥440
Mevius Impact One 100's Box	1mg	0.1mg	20	¥430	¥440
Mevius Mode 6	6mg	0.5mg	20	¥430	¥440
Mevius Mode 6 100's	6mg	0.6mg	20	¥430	¥440
Mevius Mode 3 100's	3mg	0.3mg	20	¥430	¥440
Mevius Mode One 100's	1mg	0.1mg	20	¥430	¥440
Mevius Mode Style Plus 6	6mg	0.4mg	20	¥430	¥440
Mevius Mode Style Plus One	1mg	0.1mg	20	¥430	¥440
Mevius Premium Menthol 8	8mg	0.7mg	20	¥430	¥440
Mevius Premium Menthol 5	5mg	0.5mg	20	¥430	¥440
Mevius Premium Menthol One	1mg	0.1mg	20	¥430	¥440
Mevius Premium Menthol One 100's	1mg	0.1mg	20	¥430	¥440
Mevius Premium Menthol Option 8	8mg	0.7mg	20	¥430	¥440
Mevius Premium Menthol Option 5	5mg	0.5mg	20	¥430	¥440
Mevius Premium Menthol Option One 100's	1mg	0.1mg	20	¥430	¥440
Mevius Premium Menthol Option Yellow 8	8mg	0.7mg	20	¥430	¥440
Mevius Premium Menthol Option Yellow 5	5mg	0.5mg	20	¥430	¥440
Mevius Premium Menthol Option Yellow One 100's	1mg	0.1mg	20	¥430	¥440
Mevius Premium Menthol Spread 8	8mg	0.7mg	20	¥430	¥440
Mevius Premium Menthol Spread 5	5mg	0.5mg	20	¥430	¥440
Mevius Premium Menthol Spread One 100's	1mg	0.1mg	20	¥430	¥440

● **Former third class cigarettes**

Name	Tar	Nicotine	Sticks /pack	Current Price	New Price
Wakaba	19mg	1.4mg	20	¥260	¥290
Echo	15mg	1.0mg	20	¥250	¥280
Uruma	17mg	1.2mg	20	¥260	¥290
Violet	17mg	1.2mg	20	¥250	¥280
Shinsei	22mg	1.4mg	20	¥250	¥280
Golden Bat	18mg	1.1mg	20	¥210	¥260