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FOR IMMEDIATE RELEASE

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JT completes acquisition of leading e-cigarette brand E-Lites

Japan Tobacco Inc. (JT) (TSE: 2914) announced today that the JT Group has completed the acquisition of Zandera Ltd ("Zandera"). The acquisition was announced in the Company's June 11, 2014 statement, "JT acquires leading e-cigarette brand E-Lites." The acquisition is expected to have a minor effect on the Group's consolidated performance and cash flows for the fiscal year 2014.

Founded in 2009, Zandera sells the most recognized range of high quality rechargeable and ready-to-use e-cigarettes in the United Kingdom. The investment in Zandera provides the JT Group with an excellent entry-point into the fast-growing e-cigarette category. With E-Lites' well-established brand and product portfolio, the Group is able to offer adult consumers another important extension to its growing range of emerging and innovative products.

In the international tobacco business, the Group remains committed to strengthening Japan Tobacco International's (JTI) business foundations with an overall strategy to foster growth.

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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 and LD. With diversified operations, JT is also actively present in pharmaceuticals, beverages and processed foods. The company's revenue was ¥2.400 trillion (US\$23,318 million()) in the fiscal year ended March 31, 2014.*

**Translated at the rate of ¥102.92 per \$1, as of March 31, 2014*

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