



JAPAN TOBACCO INC.
2-1, Toranomon 2-chome, Minato-ku
Tokyo 105-8422 JAPAN
Phone:03-3582-3111

FOR IMMEDIATE RELEASE

Tokyo, September 12, 2014

**Japanese Domestic Cigarette Sales Results for August 2014
(Preliminary Report)**

Japan Tobacco Inc. (JT) (TSE: 2914) announced today a preliminary report of the Company's Japanese domestic cigarette sales results for August 2014.

(figures are rounded off)

	2013		2014	
	August	January - August	August	January - August
Sales Volume* (Billions of cigarettes)	10.4 (-1.7%)	77.0 (-0.8%)	9.4 (-9.4%)	74.5 (-3.2%)
Japanese Domestic Cigarette Revenue (Billions of Yen)	57.0 (-1.7%)	423.0 (-1.1%)	53.1 (-6.8%)	416.4 (-1.6%)

(): net change in comparison to the same period in the previous year

* JT's market shares were as follows:

- 59.8% for August 2014
- 60.5% for January-August 2014
- 60.5% for January-December 2013

The above figures are preliminarily reported on a management basis.

The company has changed the closing date of its accounting period from March 31 to December 31. Consequently, year-to-date figures are calculated from January 1.

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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 Benson & Hedges. 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*

Contacts: Ryohei Sugata, General Manager
Dmitry Krivtsov, Associate General Manager
Media and Investor Relations Division
Japan Tobacco Inc.
Tokyo: +81-3-5572-4292
E-mail: jt.media.relations@jt.com