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FOR IMMEDIATE RELEASE

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

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

(figures are rounded off)

	2013		2014	
	July	January - July	July	January – July
Sales Volume* (Billions of cigarettes)	10.5 (3.3%)	66.6 (-0.7%)	10.0 (-4.4%)	65.1 (-2.2%)
Japanese Domestic Cigarette Revenue (Billions of Yen)	57.6 (2.9%)	366.0 (-1.0%)	56.9 (-1.2%)	363.3 (-0.7%)

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

* JT's market shares were as follows:

- 60.4% for July 2014
- 60.6% for January-July 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*

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