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FOR IMMEDIATE RELEASE

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

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

(figures are rounded off)

	FY2012		FY2013	
	March 2013	April 2012 - March 2013	March 2014	April 2013 - March 2014
Sales Volume* (Billions of cigarettes)	9.7 (-3.6%)	116.2 (7.2%)	12.7 (30.1%)	120.1 (3.3%)
Japanese Domestic Cigarette Revenue (Billions of Yen)	53.4 (-4.0%)	639.5 (7.2%)	69.3 (29.6%)	658.7 (3.0%)

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

* JT's market shares were as follows:

- 62.2% for March 2014
- 61.0% for FY2013
- 59.6% for FY2012

The above figures are preliminarily reported on a management basis.

An announcement of the consolidated financial results is scheduled on April 24, 2014. The announcement includes the Japanese Domestic Tobacco Business performance for FY2013.

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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/Mild Seven and Benson & Hedges. With diversified operations, JT is also actively present in pharmaceuticals, beverages and processed foods. The company's revenue was ¥2.120 trillion (US\$22,543 million()) in the fiscal year ended March 31, 2013.*

**Translated at the rate of ¥94.05 per \$1, as of March 29, 2013*

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