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Mild Seven evolves to Mevius

**With the new name and design, the brand is evolving,
aiming to become the number one global premium brand**

Japan Tobacco Inc. (JT) (TSE: 2914) has announced that Mild Seven, one of JT Group's Global Flagship Brands (GFB)¹, will have a new brand name, Mevius, and a globally unified design. With active investment to strengthen brand equity and a greater presence around the world, Mevius is aiming to become the number one global premium brand.

Mild Seven, known for its smooth cigarettes with clean finish, has been the best selling brand in Japan since 1978, a year after it was launched. The Company plans to roll out the new name and design across Japan, introducing the globally unified design in November 2012 while retaining the Mild Seven name, followed by the launch of the Mevius brand name in February 2013.

Internationally, Mild Seven enjoys consumer popularity in markets including Taiwan, Korea, Malaysia and Russia. In markets where the new package design has been introduced, the design already enjoys consumer popularity. The Company plans geographic expansion after completing introductions of the new brand in existing international markets over the next 12 months.

Mitsuomi Koizumi, President and Chief Executive Officer of JT, commented:

“The JT Group targets sustainable profit growth in the mid to long term, based on the ‘4S’ management principle of satisfying and fulfilling our responsibilities towards consumers, shareholders, employees and wider society.”

“Tobacco is our core business and profit growth engine. By prioritizing investment in this business for quality top line growth and stronger business sustainability, we are targeting our tobacco business to grow EBITDA by mid to high single digits per year over the medium to long term. To achieve this, we plan to further strengthen the equity of our brands by focusing on our core brands, grow or maintain share in existing key markets, broaden the geographical base and develop emerging product categories.”

¹ Global Flagship Brands (GFB) for the international tobacco business consist of eight brands: Winston, Camel, Mild Seven, Benson & Hedges, Silk Cut, LD, Sobranie and Glamour.

“Against this backdrop, Mevius is moving forward with a new name across the world, a unified global design and an expanded product portfolio in order to command a greater international presence by enhancing brand equity, aiming to become the number one global premium brand.”

About Mevius, the new brand name

Mevius, the new brand name, retains the "M" and "S" from Mild Seven, signifying a sense of evolution and the bond between the brand and its consumers, with the addition of "E" and "V", and "I" and "U", respectively. The new name has been developed to demonstrate the commitment of the brand to remain the global premium brand by retaining Mild Seven's brand equity and to continuously evolve together with consumers across the world.

About the new design

The new design retains Mild Seven's icon and blue color which enjoy consumer popularity. The upward curve visualizes the brand's commitment to continuously evolve with consumers. At the same time, the package has a special texture treatment that enhances tactile sophistication, reflecting its premium positioning.



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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 cigarette brands include Winston, Camel, Mild Seven and Benson & Hedges. With diversified operations, JT is also actively present in pharmaceuticals and foods. The company's revenue was ¥2.034 trillion (US\$24,745 million()) in the fiscal year ended March 31, 2012.*

**Translated at the rate of ¥82.19 per \$1, as of March 30, 2012*