

September 7, 2009

Company Name: JAPAN TOBACCO INC.
Representative: Hiroshi Kimura, President, Chief Executive Officer and Representative Director
Stock Code: 2914
(Stock Exchanges: Tokyo/Osaka/Nagoya First Section; Fukuoka and Sapporo)
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JT Announces Change of JT's Subsidiary's Corporate Name

Japan Tobacco Inc. (JT) announced today that its consolidated subsidiary, Katokichi Co., Ltd., made a decision to change its corporate name as below.

1. Corporate Name and Other Information about Aforementioned Subsidiary

(1)Corporate Name: Katokichi Co., Ltd.
(2)Address of The Head Office: 5-18-37, Sakamoto-cho, Kanonji-shi, Kagawa-ken
(3)Representative: Ryoichi Yamada, President, Chief Executive Officer and Representative Director
(4)Paid-in Capital: ¥47,502.63 million (as of end of June 2009)
(5)Business Activities: Manufacturing and sale of frozen food, seasoning, frozen fishery products and other food products

2. New Corporate Name

TableMark Co., Ltd.

3. Date of Change (Plan)

January 1, 2010

(Attached materials)

Disclosure material of Katokichi Co., Ltd.

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FOR IMMEDIATE RELEASE

**Katokichi Announces Change of Corporate Name
to TableMark Co., Ltd**

TOKYO, September 7, 2009 --- Katokichi Co., Ltd (Katokichi) [Head Office: Kanonji-shi, Kagawa-ken, President: Ryoichi Yamada] announced today the company's decision to change its corporate name to TableMark Co., Ltd., effective January 1, 2010. The resolution for the name change was made today at the company's extraordinary shareholders' meeting.

In July 2008, Katokichi began integration of its business with the Food Business Division of Japan Tobacco Inc. (JT), which was completed in April 2009. The business integration has resulted in complementary management resources for the processed food business (manufacturing and distribution infrastructure by Katokichi, and R&D and product development infrastructure by JT), and through the reorganization of the seasoning business around Fuji Foods Corporation Ltd., Katokichi has established a basis for further business growth.

Katokichi has placed a great amount of effort on pursuing integration synergies, while concentrating efforts on strategically selected areas and building a sense of unity. With a corporate name that reflects the new structure of the company, the company aims to further develop its business.

The origin of the company's business is based on "providing products that your loved ones would want to eat." With that in mind, and through examination of motifs that are easily recognized by customers, the concept of a "table," as the "center stage" for food, was selected to be the most appropriate name for the company. As the "table" becomes the company's new distinction, the aim is to be at the center of the global food business. In other words, the company aims to "explore the possibilities that food offers, bearing in mind the requirements of the times, and be the 'trademark' that brings smiles to people around the table." The new corporate name also reflects the company's commitment to "making the maximum efforts to becoming the food manufacturer with the highest customer approval."

Katokichi will bear the corporate name of "TableMark" from January 2010, and the company will continue to promote food safety management while striving to be the food manufacturer with the highest customer approval. A number of the company's products will still bear the Katokichi brand name, including frozen noodles sold direct to consumers, such as *Udon* noodles which represent one of the company's main products, frozen *Okonomiyaki*, frozen *Takoyaki*, and packed cooked rice products, in maintaining and further enhancing customer recognition.

Please review the following details related to the new corporate logo and new corporate name.

- New logo mark and logo type



テーブルマーク株式会社

- Origin of the new corporate name

- * Table [a dining table, a meal, a feast, cooking and people around the table] + Mark [sign, purpose]
- * T [Traceability, Taste, Trendy] + able [ability, possibility] + Mark [sign, purpose and trademark]

“Explore the possibilities that food offers, bearing in mind the requirements of the times, and be the “trademark” that brings smiles to people around the table”.

Company Profile

Name	Katokichi Co., Ltd.
Address	Head Office: 5-18-37, Sakamoto-cho, Kanonji-shi, Kagawa-ken Tokyo Head Office: Katokichi Tsukiji Building 6-4-10 Tsukiji Chuo-ku Tokyo
Establishment	September 1, 1956
Paid-in Capital	¥47,502.63 million (as of end of June 2009)
President	Ryoichi Yamada
Number of Employees	1,135 (as of end of June 2009)
Business Activities	Manufacturing and sale of frozen food, seasoning, frozen fishery products and other food products
Sales	¥227.3 billion (full year results for the financial year ended March 2009)