



FOR IMMEDIATE RELEASE

Tokyo, August 11, 2010

JT's Annual Survey Finds 23.9% of Japanese Adults Are Smokers

Japan Tobacco Inc. (JT) (TSE: 2914) today announced the results of its Japan Smoking Rate Survey, a study that has been carried out annually since 1965. The survey, conducted in May 2010, showed that 23.9 percent of Japanese adults are smokers. Other results are summarized below.

1. Japanese smoking rate as of May 2010

	2009 (%)	2010 (%)	Change since last year
Men	38.9	36.6	-2.3 percentage points
Women	11.9	12.1	0.2 percentage points
Total	24.9	23.9	-1.0 percentage points

2. Japanese smoking population as of May 2010 (estimate)

(Unit: millions)

	2009	2010	Change since last year
Men	19.57	18.40	-1.17
Women	6.44	6.55	0.11
Total	26.01	24.95	-1.06

Note: The above figures were calculated based on the men and women adult population as of April 1, 2010, provided by the Statistics Bureau of the Ministry of Internal Affairs and Communications, which were 50.26 million and 54.14 million, respectively.

The company believes that total smoking rate in Japan has been slightly decreasing, continuing the trend of past years. The decrease may be due to various factors, including the aging of society, increasing health consciousness, more stringent smoking regulations, and amendment of retail prices of tobacco products in conjunction with the planned tobacco excise tax hike on October 2010.

JT will continue its efforts to realize a society in which smokers and non-smokers can co-exist in harmony.

Outline of the 2010 Japan Smoking Rate Survey

The survey was conducted in May 2010 using a stratified two-stage sampling method, by mailing questionnaires to 32,000 adult men and women nationwide. JT collected 20,631 (64 percent) valid responses from the total population surveyed.

Sample age ranges

Percentages: Proportion of sample group

Figures below percentages represent the number of valid respondents.

	20-29	30-39	40-49	50-59	60+	Total
Men	16.9% 1,763	15.5% 1,612	15.9% 1,661	15.9% 1,662	35.8% 3,735	100.0% 10,433
Women	10.4% 1,061	18.3% 1,862	17.0% 1,736	17.6% 1,794	36.7% 3,745	100.0% 10,198
Total	13.7% 2,824	16.8% 3,474	16.5% 3,397	16.8% 3,456	36.3% 7,480	100.0% 20,631

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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 adjusted net sales excluding tax were ¥1.980 trillion (US\$21,291 million**) in the fiscal year ended March 31, 2010.*

**Adjusted net sales excluding tax do not include revenue from the imported tobacco, domestic duty free, the China Division and other peripheral businesses in the domestic tobacco business. Nor does it include revenue from distribution, leaf tobacco, private label, contract manufacturing and other peripheral businesses in the international tobacco business.*

***Translated at the rate of ¥93.04 per \$1, as of March 31, 2010*

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