

October 17, 2012

Company Name: JAPAN TOBACCO INC.
Representative: Mitsuomi Koizumi, President, Chief Executive Officer and Representative Director
(Stock Code: 2914; Stock Exchanges: Tokyo/Osaka First Section)
Contact: Media and Investor Relations Division
Tel: +81-3-3582-3111 (Main)

Notice Regarding Change in Subsidiary's Corporate Name

Japan Tobacco Inc. (JT) announced today the corporate name change of its consolidated subsidiary JT Europe Holding B.V., as follows.

1. Outline of the Subsidiary:

- (1) Current corporate name: JT Europe Holding B.V.
- (2) Location of head office: Vreelandseweg 46, 1216 CH Hilversum, the Netherlands
- (3) Representative: Masamichi Terabatake
- (4) Nature of business: Intermediate holding company related to international business investment
- (5) Paid-in capital: 1,380,018 thousand euros

2. New Corporate Name:

JT International Group Holding B.V.

3. Reason for the Name Change:

Going forward, this subsidiary will take responsibility for facilitating smoother and more rapid decision making and business operations related to the international tobacco business. In line with this, its corporate name will also be changed.

4. Future Outlook:

This corporate name change is scheduled to be completed by the end of October. There is no financial impact associated with this change.

* * * * *