



FOR IMMEDIATE RELEASE

Tokyo, April 23, 2012

JT will appoint new President and CEO

Hiroshi Kimura will be Chairman of the Board Mitsuomi Koizumi will be President and CEO

Japan Tobacco Inc. (JT) (TSE: 2914) has announced the planned appointments of Hiroshi Kimura to the Company's Chairman of the Board, and Mitsuomi Koizumi to the Company's President and CEO.

At present, Mr. Kimura is the Company's President and CEO and Representative Director, while Mr. Koizumi is Executive Deputy President and Representative Director of the Company.

"I am pleased to appoint Mr. Koizumi as the next President and CEO of Japan Tobacco. Under Mr. Koizumi's management, both the Japanese domestic and the international tobacco businesses have grown robustly," said Hiroshi Kimura. "Given his successful track record and strong leadership, I am confident Mr. Koizumi will achieve sustainable growth globally and take our business to the next stage."

Mr. Kimura continued, "In my six year-tenure as President and CEO, I have been focusing on building solid business foundations through business investments both domestically and internationally for sustainable future growth, including the acquisition and integration of Gallaher in 2007."

"In spite of the challenges we have been facing over the years including global economic crisis and the earthquake, we have most certainly achieved the JT-11 mid-term management plan targets. The subsequent management plan has now been developed. Considering these accomplishments, I believe it is a good time to hand the baton over to Mr. Koizumi."

The appointments are subject to resolutions at the Company's Board of Directors meeting on April 26, 2012, the Ordinary General Meeting of Shareholders scheduled for June 2012 and another Board of Directors meeting thereafter.

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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(*) were \$1.946 trillion (US\$23,415 million(**)) in the fiscal year ended March 31, 2011.

^{*} Adjusted net sales on a consolidated basis do not include excise tax and revenue from the imported tobacco, domestic duty free, the China Division and other peripheral businesses in the Japanese domestic tobacco business. Nor does it include excise tax and revenue from distribution, contract manufacturing and other peripheral businesses in the international tobacco business.

^{**}Translated at the rate of ¥83.15 per \$1, as of March 31, 2011

BIOGRAPHY

NAME: Hiroshi KIMURA

DATE OF BIRTH: April 23, 1953

NATIONALITY: Japanese

BIRTH PLACE: Yamaguchi, Japan

PROFESSIONAL EXPERIENCE:

June 2006 to present Representative Director

President and CEO, Japan Tobacco Inc.

June 2005 to June 2006 Member of the Board, Japan Tobacco Inc.

Executive Vice President and Deputy CEO

JT International SA, Geneva

June 2001 to June 2005 Executive Vice President and Deputy CEO

JT International SA, Geneva

June 1999 to June 2001 Member of the Board, Japan Tobacco Inc.

Executive Vice President and Deputy CEO

JT International SA, Geneva

May 1999 to June 1999 Executive Vice President and Deputy CEO

JT International SA, Geneva

January 1999 to April 1999 Vice President, Corporate Strategy Division

Japan Tobacco Inc.

April 1976 Joined Japan Tobacco and Salt Public Corporation

EDUCATION BACKGROUND:

1976 Bachelor, Faculty of Law

Kyoto University Kyoto, Japan

BIOGRAPHY

NAME: Mitsuomi KOIZUMI

DATE OF BIRTH: April 15, 1957

NATIONALITY: Japanese

BIRTH PLACE: Kanagawa, Japan

PROFESSIONAL EXPERIENCE:

June 2009 to present Representative Director, Executive Deputy President

President, Tobacco Business

Japan Tobacco Inc.

July 2007 to June 2009 Member of the Board, Executive Vice President

Chief Marketing & Sales Officer, Tobacco Business

Japan Tobacco Inc.

June 2007 Member of the Board, Executive Vice President

Head of Sales General Division, Tobacco Business

Japan Tobacco Inc.

June 2006 to June 2007 Executive Vice President

Head of Tobacco Business Planning Division, Tobacco Business

Japan Tobacco Inc.

June 2004 to June 2006 Senior Vice President

Head of Tobacco Business Planning Division, Tobacco Business

Japan Tobacco Inc.

June 2003 to June 2004 Senior Vice President

Head of Human Resources & Labor Relations Division

Japan Tobacco Inc.

June 2001 to June 2003 Vice President, Corporate Strategy Division

Japan Tobacco Inc.

April 1981 Joined Japan Tobacco and Salt Public Corporation

EDUCATION BACKGROUND:

1981 Bachelor, Faculty of Economics

The University of Tokyo

Tokyo, Japan