

April 27, 2005

Tobacco Institute of Japan

**Cigarette Sales Actual (April, 2004 - March, 2005)**

(Figures may not be added up to totals because of rounding.)

1. Total Cigarette Sales Actual

(Units; Billion Units, Billion Yen, %)

Year (Apr.-Mar.)	Sales Quantity		Sales Proceeds	
	Units	Year on Year	Amount	Year on Year
2003	299.4	95.8	4,066.0	101.2
2004	292.6	97.7	4,068.2	100.1

[ Reference ]

Domestic Cigarettes

(Units; Billion Units, Billion Yen, %)

Year (Apr.-Mar.)	Sales Quantity		Sales Proceeds	
	Units	Year on Year	Amount	Year on Year
2003	218.3	95.3	2,940.9	100.7
2004	213.3	97.7	2,941.6	100.0

Imported Cigarettes

(Units; Billion Units, Billion Yen, %)

Year (Apr.-Mar.)	Sales Quantity		Sales Proceeds	
	Units	Year on Year	Amount	Year on Year
2003	(27.1) 81.1	97.1	1,125.1	102.3
2004	(27.1) 79.4	97.9	1,126.6	100.1

( ) % of Market Share

## 2. Top 20 Brands

(Units; Million Units, %)

Year	2004 (Apr.- Mar.)			2003 (Apr.- Mar.)		
Rank	Brand Name	Quantity	Share	Brand Name	Quantity	Share
1	MILD SEVEN• LIGHTS	23,444	8.0	MILD SEVEN• LIGHTS	25,746	8.6
2	MILD SEVEN• SUPER LIGHTS	23,393	8.0	MILD SEVEN• SUPER LIGHTS	25,071	8.4
3	MILD SEVEN	20,275	6.9	MILD SEVEN	23,064	7.7
4	SEVEN STARS	16,605	5.7	SEVEN STARS	19,203	6.4
5	CASTER• MILD	10,296	3.5	CASTER• MILD	12,447	4.2
6	MARLBORO• LIGHTS• MENTHOL• BOX	10,249	3.5	MARLBORO• LIGHTS• MENTHOL• BOX	10,042	3.4
7	MILD SEVEN• EXTRA LIGHTS	8,941	3.1	MILD SEVEN• EXTRA LIGHTS	7,676	2.6
8	CABIN• MILD• BOX	6,050	2.1	LARK MILDS KS BOX	6,488	2.2
9	LARK MILDS KS BOX	5,944	2.0	CABIN• MILD• BOX	6,368	2.1
10	MILD SEVEN ONE 100'S BOX	5,726	2.0	FRONTIER• LIGHTS• BOX	4,747	1.6
11	PIANISSIMO ONE (SALEM PIANISSIMO)	4,710	1.6	HOPE (10)	4,659	1.6
12	MARLBORO• LIGHTS• BOX	4,379	1.5	SALEM PIANISSIMO	4,503	1.5
13	HOPE (10)	4,300	1.5	MARLBORO• BOX	4,162	1.4
14	MARLBORO• BOX	4,175	1.4	KENT 1 100'S BOX	4,075	1.4
15	FRONTIER• LIGHTS• BOX	4,156	1.4	MARLBORO• LIGHTS• BOX	3,927	1.3
16	KENT ULTRA1• 100'S BOX (KENT 1 100'S BOX)	3,932	1.3	MILD SEVEN ONE	3,760	1.3
17	SEVEN STARS BOX	3,816	1.3	MILD SEVEN ONE 100'S BOX	3,325	1.1
18	MILD SEVEN ONE BOX	3,304	1.1	PEACE• LIGHTS• BOX	3,223	1.1
19	MILD SEVEN ONE	3,281	1.1	HI-LITE	3,157	1.1

20	PEACE• LIGHTS• BOX	3,077	1.1	KENT 1 BOX	3,017	1.0
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[ Reference ]

Top 10 Imported Brands (Apr.2004 - Mar.2005)

(Units; Million Units)

Rank	Brand Name	Quantity	Rank	Brand Name	Quantity
1	LARK MILDS KS BOX	5,944	6	VIRGINIA SLIMS LIGHTS MENTHOL	2,225
2	PIANISSIMO ONE (SALEM PIANISSIMO)	4,710	7	PHILIP MORRIS ONE 100'S BOX	2,128
3	KENT ULTRA1•100'S BOX (KENT 1 100'S BOX)	3,932	8	KENT SUPER5•100'S BOX (KENT SUPER LIGHTS 100'S BOX)	2,046
4	KENT ULTRA1 BOX (KENT 1 BOX)	2,744	9	LARK KS BOX	1,996
5	PARLIAMENT 100'S BOX	2,578	10	LARK MILDS 100'S BOX	1,985