

PRESS RELEASE

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JTI SIGNS PARTNERSHIP WITH MUDAM LUXEMBOURG

Luxembourg, October 24. – Japan Tobacco International (JTI) signed a 3 year partnership agreement with the Musée d’Art Moderne Grand-Duc Jean (Mudam) in Luxembourg today. The partnership agreement was signed by Jacques Santer, Chairman of the Board of Mudam, Jacques Coffeng, General Manager Benelux of JTI, and Enrico Lunghi, Director of Mudam. By becoming a partner of Mudam, JTI wants to become a supportive member of the cultural community in Luxembourg.

“Mudam is a place devoted to the art of today that is open to the world, in a state of constant evolution and attentive to innovations. This agreement with JTI facilitates access to the world of contemporary art”, Jacques Santer explains.

JTI already has a long tradition in supporting the arts. Partnerships with a.o. the Louvre in Paris, La Scala in Milan, the British Museum in London, the Prado in Madrid, the MAMCO in Geneva and the Rijksmuseum in Amsterdam have been established in previous years. “JTI supports the arts and will continue to do so, because we believe that art is a vehicle for thought and expression that drives diversity and challenges us to consider other points of view.” Jacques Coffeng, General Manager of JTI Benelux states. “In addition, it gives our employees numerous possibilities for discovery, exchange and dialogue outside the usual framework of daily work.”

Mudam is the foremost museum dedicated to contemporary art in Luxembourg. Its collection and programme reflect current artistic trends and appreciate the

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emergence of new artistic practices on a national and international scale. The agreement with JTI enables the museum to continue developing its activities and enlarge the framework of its projects. For JTI, the partnership is the first step in Luxembourg towards a lasting bridge with the world of culture.

JTI is a member of the Japan Tobacco Group of Companies (JT), a leading international tobacco product manufacturer. It markets world-renowned brands such as Winston, Mild Seven and Camel. Other international brands include Silk Cut, Sobranie, Glamour and LD. With headquarters in Geneva, Switzerland, and net sales of USD 10.2 billion in the fiscal year ended December 31, 2010, JTI has operations in 120 countries and about 25,000 employees. For more information, visit www.jti.com.

For further information, please contact:

JTI
Jeroen Dhanens
Director of Corporate Affairs Belux
Tel: +32 (0)497 49 82 43
Email: Jeroen.dhanens@jti.com

MUDAM
Annick Spautz
Fundraising & Sponsorship
Tel: +352 45 37 85-624
E-mail: a.spautz@mudam.lu