

The Japan Times

4-5-4 Shibaura, Minato-ku, Tokyo 108-8071, Japan
www.japantimes.co.jp

PRESS RELEASE

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THE JAPAN TIMES ANNOUNCES PRICING PLANS FOR ITS NEW FLAGSHIP NEWSPAPER, "THE JAPAN TIMES / INTERNATIONAL NEW YORK TIMES," AND DETAILS OF ITS RENEWED PRODUCT LINEUP

In March this year, The Japan Times announced a publishing agreement with the New York Times Company that will see its daily newspaper, "The Japan Times" packaged with the "International New York Times" in the Japan market commencing with the Oct. 16 issue. The new combined newspaper will be called "The Japan Times / International New York Times."

Today, The Japan Times makes several key announcements regarding "The Japan Times / International New York Times" and several related products.

The announcements, detailed in the following pages, are as follows:

1. Pricing plans and other details of "The Japan Times / International New York Times"
2. "The Japan Times Weekly" to be relaunched as "The Japan Times On Sunday"
3. Launch of digital subscriptions for The Japan Times website

Press Enquiries: Ms. Fukunishi, Corporate Communications Div., Japan Times, Tel: +81 3 3453 5312;
E-mail: pr@japantimes.co.jp

Reader Enquiries: Customer Service Desk, Japan Times, Free-dial: 0120-03-6242;
E-mail: jtsales@japantimes.co.jp

This press release can be downloaded from <http://www.japantimes.co.jp/about-us/press/>

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ANNOUNCEMENT 1: PRICING PLANS AND OTHER DETAILS OF "THE JAPAN TIMES / INTERNATIONAL NEW YORK TIMES"

The Japan Times hereby announces details of its new flagship newspaper, "The Japan Times / International New York Times" (JT/INYT), which when it is launched on Oct. 16 will supersede the current daily, "The Japan Times." (All prices include tax.)

1. Content: Each issue of the JT/INYT will consist of two sections - the first produced by The Japan Times and the second by the New York Times Company. The total number of pages of the JT/INYT will be between roughly 30 and 40 pages.
2. Days of publication: Monday through Saturday
*On Sunday, subscribers to the JT/INYT will be provided with a new tabloid-sized publication, "The Japan Times On Sunday" (see Announcement 2).
3. Monthly subscription rate: 5,000 yen
*Effective November, 2013. The subscription rate for October 2013 will remain unchanged at 4,480 yen.
4. Unit price: 200 yen
*The unit price of "The Japan Times On Sunday" will be 250 yen (see Announcement 2).
5. Long-term subscription rates: For the first time, The Japan Times will offer long-term subscription rates, which will represent particularly good value for money.
6-month subscription: 28,500 yen (equivalent to 4,750 yen/month)
12-month subscription: 53,760 yen (equivalent to 4,480 yen/month)
*Long-term subscriptions must be paid up front.
6. Subscribers' digital benefits: Subscribers to the JT/INYT will be eligible for free access to The Japan Times website (for which digital subscriptions will be introduced from Oct. 16 — see Announcement 3) and NYTimes.com on any device, plus the full range of NYTimes apps for smartphone (iPhone, Android-powered phones and Windows® Phone) and tablet (iPad).

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ANNOUNCEMENT 2: “THE JAPAN TIMES WEEKLY” TO BE RELAUNCHED AS “THE JAPAN TIMES ON SUNDAY”

The Japan Times today announces that "The Japan Times Weekly," which since it was established in 1961 has served a selection of international and domestic news to a dedicated community of readers, will be reborn as "The Japan Times On Sunday" as of the Oct. 20 issue.

"The Japan Times On Sunday" will contain popular content from "The Japan Times Weekly," including Viewpoints and Japan/World in Brief. It will also include content from the current Timeout features section of "The Japan Times" Sunday edition as well as news and sports.

"The Japan Times On Sunday" will be delivered to subscribers of "The Japan Times / International New York Times" (which will only be published Monday through Saturday - see Announcement 1) every week on Sunday. "The Japan Times On Sunday" will also be available in a stand-alone subscription.

Details of "The Japan Times On Sunday":

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| 1. Day of publication: | Sunday |
| 2. Specifications: | Tabloid size; 28 pages (12 in color) |
| 2. Unit price: | 250 yen |
| 3. Stand-alone subscription rate: | Calculated on the basis of 250 yen per issue. Hence 1,000 yen for months in which four issues are published and 1,250 yen for months in which five issues are published. |

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ANNOUNCEMENT 3: LAUNCH OF DIGITAL SUBSCRIPTIONS FOR THE JAPAN TIMES WEBSITE

The Japan Times today announces that digital subscriptions will be introduced on its news website, www.japantimes.co.jp, commencing Oct. 16, 2013.

Since 1997, The Japan Times has offered free access to its wide range of online content, which includes both domestic and overseas news coverage. The digital subscriptions outlined below are designed to allow the company to continue providing high quality content to readers.

The front page and category index pages of the Japan Times website will always remain free and accessible to all users, as will the first five articles read each month and other specially designated free content. Once users have completed a simple registration process, they will be able to read up to 20 articles each month free of charge. In order to enjoy more than 20 articles per month, users will be required to purchase one of two subscription plans: Digital Lite or Digital. (See the table below for prices.)

Subscribers to the "The Japan Times / International New York Times" print edition will of course enjoy free access to all content on The Japan Times website in addition to free access to the NYTimes.com website and selected apps.

	The Japan Times digital content	New York Times digital content	Monthly fee (incl. tax)
Non-registered user	5 articles per month	X	Free
Registered user	20 articles per month (including 5 as a non-registered user)	X	Free
Digital Lite Subscription	80 articles per month (including 20 as a registered user)	X	900 yen / \$US9
Digital Subscription	Unlimited access	X	3,000 yen / \$US30
JT/INYT Print-Edition Subscriber	Unlimited access	NYTimes.com on any device, plus the full range of NYTimes apps for smartphone (iPhone, Android-powered phones and Windows® Phone) and tablet (iPad)	5,000 yen (There are also 6-month and 12-month rates.)

About The Japan Times

The Japan Times is the nation's biggest selling English-language newspaper, offering unrivaled diversity and depth of original English-language reporting on Japan. With our coverage of politics, business, culture, society and sports, The Japan Times has served as the world's window on Japan since the newspaper's establishment in 1897.