

June 29, 2012

Press Release

EMG Marketing Godo Kaisha
Seven & i Holdings Co., Ltd.

Get Nanaco Points at Esso, Mobil and General Express SS Nationwide Starting July 1!

...the nanaco Bonus Point Campaign also continues...

EMG Marketing Godo Kaisha (herein referred to as "EMG Marketing"; head office: Minato-ku, Tokyo; president: Takashi Hirose), through the enhancement of its cooperative alliance with Seven & i Holdings Co., Ltd. (head office: Chiyoda-ku, Tokyo; president: Noritoshi Murata), will offer customers increased convenience with its participation in the nanaco Point Program, developed and implemented by Seven Card Service Co., Ltd. (herein referred to as "Seven Card Service"; head office: Minato-ku, Tokyo; president: Gen Hashimoto). Starting July 1, nanaco members will receive one nanaco point per liter on cash purchases of gasoline and diesel at Esso, Mobil and General Express self-service stations (approx. 900 locations*) nationwide.

With the participation of EMG Marketing in the program, nanaco points will be offered at a nationwide retail chain outside the Seven & i Group for the first time. The entry of EMG Marketing into the nanaco Point Program is expected to increase convenience for customers at alliance sites, where Express SS are co-located with Seven-Eleven convenience stores, and promote the further development of these alliance sites. Synergistic effects are also anticipated from mutual customer referral between Seven & i Group sites and Express self-service SS through the nanaco Point Program.

* Some locations excluded

For the first time, nanaco points can be obtained via a keyholder device, available at selected Express SS.

The following bonus campaign is also being held with the introduction of the nanaco Point Program.

1. 100 Points Bonus Campaign

Date: July 1-16, 2012

Description: 100-point bonus with first cash purchase with nanaco of five liters or more of gasoline or diesel at Esso, Mobil and General Express SS nationwide

Note: Applicable on one purchase per nanaco member. Points added to account at end of August.

2. Double Point Campaign

Date: July 1 - August 31, 2012

Description: Double points on cash purchases of gasoline or diesel with nanaco at Esso, Mobil and General Express SS nationwide (two points per liter during campaign; normally one point per liter)

Click this link to find an Esso, Mobil or General Express SS near you: <http://www.ssmapemg.jp/>

Inquiries: EMG Marketing Campaign Office: 0120-929-571 (Japanese Only)

July 1 – August 31 9:00-12:00, 12:00-17:00 (closed Saturdays, Sundays, holidays and August 13-15)

How to get nanaco points at Express SS:

1) Touch the "Express" screen



2) Insert bills and touch "現金"



3) Pass your nanaco card or nanaco mobile* over the panel



* To ensure safety, please turn off your mobile phone before passing it over the panel

4) Refuel after selecting fuel type and volume



Touch this button if you're not using nanaco



Point data and point acquisition method shown on receipt

Reference

Background

In 2003, ExxonMobil Yugen Kaisha (currently EMG Marketing) and Seven-Eleven Japan Co., Ltd. (head office: Minato-ku, Tokyo; representative director and president: Ryuichi Isaka) agreed to the joint development of alliance sites, with co-located convenience stores and self-service SS, to increase synergistic effects for both parties. The first alliance site was launched in Satte Kita in 2004. With the accumulation of expertise and a strengthened bond of trust between the two companies, a scheme allowing Esso, Mobil and General SS dealers to operate as Seven-Eleven affiliates was introduced in 2009. There were 61 alliance sites as of May 2012.

About nanaco

nanaco is a prepaid electronic payment and point program service offered by Seven Card Service, available in both card and mobile wallet formats. nanaco members numbered more than 16.9 million as of May 2012. nanaco can be used at Seven-Eleven, Denny's, Ito Yokado and Sogo/Seibu stores (basement floors) nationwide.

About Seven-Eleven

Seven-Eleven is the world's largest convenience store chain with 14,196 stores located in 40 prefectures throughout Japan (as of November end 2012).

About EMG Marketing Godo Kaisha

EMG Marketing Godo Kaisha is a member of the TonenGeneral Group, which also comprises TonenGeneral Sekiyu K.K. and Tonen Chemical Corporation. The TonenGeneral Group is a manufacturer and marketer, principally in Japan, of petroleum products, lubricants and petrochemicals and has 3,773 Esso, Mobil and General brand service stations located throughout Japan (as of March end 2012). TonenGeneral Sekiyu is listed on the first section of the Tokyo Stock Exchange. For more information, please visit our website at www.tonengeneral.co.jp.

Inquiries:

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