

To whom it may concern,

July 7, 2011

Company name: Seven & i Holdings Co., Ltd.

Representative: Noritoshi Murata,

President and Representative Director

(Code No. 3382/First Section of the Tokyo Stock Exchange)

NOTICE REGARDING REVISION OF CONSOLIDATED FINANCIAL RESULTS FORECAST

Based on recent earnings trend, Seven & i Holdings Co., Ltd. has revised its consolidated financial results forecast which was previously announced on April 7, 2011.

1. Revision of consolidated financial results forecast

(1) Revision of consolidated financial results forecast for the six months ending August 31, 2011 (from March 1, 2011 to August 31, 2011)

	Millions of yen				Yen
	Revenues from operations	Operating income	Ordinary income	Net income	Net income per share
Previous forecast (A)	2,250,000	115,000	113,600	18,000	20.29
Current forecast (B)	2,375,000	137,000	135,000	34,000	38.48
Difference (B-A)	125,000	22,000	21,400	16,000	—
Change (%)	5.6	19.1	18.8	88.9	—
(Reference)					
Corresponding results in previous year (six months ended August 31, 2010)	2,559,173	119,332	119,410	62,428	70.09

(2) Revision of consolidated financial results forecast for the fiscal year ending February 29, 2012 (from March 1, 2011 to February 29, 2012)

	Millions of yen				Yen
	Revenues from operations	Operating income	Ordinary income	Net income	Net income per share
Previous forecast (A)	4,600,000	248,000	245,300	87,500	98.63
Current forecast (B)	4,680,000	274,000	270,000	105,000	118.85
Difference (B-A)	80,000	26,000	24,700	17,500	—
Change (%)	1.7	10.5	10.1	20.0	—
(Reference)					
Corresponding results in previous year (year ended February 28, 2011)	5,119,739	243,346	242,907	111,961	126.21

2. Reason for revision of consolidated financial results forecast

In regard to the Company's consolidated financial results forecast, net sales and other financial results in the first quarter of the fiscal year ending February 29, 2012, exceeded our previous forecasts. This was largely due to the effects of our efforts to quickly reopen stores and restore the functionality of product supply systems following the Great East Japan Earthquake, which occurred on March 11, 2011. Accordingly, we revised the previously released forecasts as detailed above. Forecasts for the six months ending August 31, 2011, were also revised as detailed above.

Note: The results forecast is the judgment of the Company based on the information available at this point in time, and actual results might differ from the forecast due to a variety of factors.