



January 6, 2012

To whom it may concern,

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 Year-End Dividends for  
Fiscal year ending February 29, 2012 (Increased Dividends)**

At a meeting held on January 6, 2012, the Board of Directors of Seven & i Holdings Co., Ltd. approved a revision of the year-end dividends per share forecast for the fiscal year ending February 29, 2012, as described below.

1. Details of dividends

	Dividends per share (yen)		
	Second Quarter	Year-end	Annual
Previous forecast (September 6, 2011)	29.00	31.00	60.00
Revised forecast	-	33.00	62.00
Year ending February 29, 2012	29.00	-	-
Year ended February 28, 2011	28.00	29.00	57.00

2. Reason of revision

The Company, which has a basic policy of providing a return of profits in line with profit growth, is targeting annual dividends of 50.00 yen per share while working to increase the consolidated payout ratio, for which the Company's benchmark is 35%. Based on its basic policy, as one facet of its shareholder return initiatives, the Company plans to raise the year-end dividends per share to 33.00 yen, an increase of 2.00 yen per share. As a result, including the interim dividends of 29.00 yen per share, the Company is planning annual dividends of 62.00 yen per share.