



January 10, 2008

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 of Increase of Year-End Dividend Forecast for the Fiscal Year Ending February 29, 2008**

At a meeting held on January 10, 2008, the board of directors of Seven & i Holdings Co., Ltd., approved a revision of the year-end dividend per-share forecast for the fiscal year ending February 29, 2008, as described below.

#### 1. Reason for revision of year-end dividend forecast

In the previous fiscal year, the Company's dividend payout ratio was 36.4%, with dividends per-share of ¥52.00 for the year. To maintain the dividend payout ratio in the fiscal year ending February 2008, the Company will increase the forecast for year-end dividends by ¥2.00 per share, to ¥28.00. Accordingly, the Company is planning dividends for the year of ¥54.00 per share, comprising the year-end dividend and the interim dividend of ¥26.00 per share, and an effective dividend payout ratio\* of about 36%.

#### \*Effective dividend payout ratio

Today, the Company lowered its forecast for consolidated net income in the fiscal year ending February 2008. In addition to sales-related factors, other factors included special losses that were not anticipated at the beginning of the fiscal year (provision for losses on uncollected gift tickets for future use and loss on sales of shares of CREDIT SAISON CO., LTD.). Although these special losses were not incorporated in the Company's plan, they are non-recurring losses, and accordingly, the Company has calculated the effective dividend payout ratio excluding the effect on net income of these losses, which is about ¥13.0 billion.

The Company plans to refer this matter to the third general meeting of shareholders, which is scheduled to be held in May 2008.

#### 2. Details of revision

	Dividends per Share		
	Interim	Year-end	Annual
Previous Forecast (April 12, 2007)	¥26.00	¥26.00	¥52.00
<b>Revised Forecast</b>	—	28.00	54.00
Year ending February 29, 2008	26.00	—	—
Reference: Year ended February 2007	¥25.00	¥27.00	¥52.00