



May 29, 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 Letter of Intent Regarding Operation of 7-Eleven Stores within the Municipality of  
Shanghai, People's Republic of China ("P.R.C")

On May 29, 2008, a letter of intent has been duly made by SEVEN-ELEVEN CHINA Co. Ltd., a wholly owned subsidiary of Seven-Eleven Japan Co., Ltd., that has its principal office in Beijing, P.R.C., (hereinafter referred to as "SEC") and PRESIDENT CHAIN STORE CORPORATION, which has its principal office in Taipei, Taiwan, R.O.C. (hereinafter referred to as "PCSC") regarding the operation of 7-Eleven Stores, in the Territory, municipality of Shanghai, P.R.C.

1. Details of Letter of Intent

(1) Grant

PCSC desires to operate convenience stores through a newly established subsidiary under the 7-Eleven trademark ("Business") within the municipality of Shanghai, P.R.C. ("Territory"); and SEC intends to license to PCSC and/or its designated subsidiary the relevant rights to use the 7-Eleven trademark for the Business within the Territory; and further to provide relevant support to the Business.

(2) Term

2-1 The term of this letter of intent shall begin on May 29, 2008 and expire when the binding definitive agreements are executed by SEC and PCSC.

2-2 SEC and PCSC hereby agree that they shall not enter into discussion or negotiation with any third party regarding the Business within the Territory during the term.

2. Outline of PRESIDENT CHAIN STORE CORPORATION

- (1) Name: PRESIDENT CHAIN STORE CORPORATION
- (2) Principal businesses: Retailing
- (3) Establishment: April 1978
- (4) Location: 2F, NO.65, Tung Hsing Road. Taipei, Taiwan, R.O.C
- (5) Representative: President, Chung-Jen Hsu
- (6) Registered capital: 9,150 million Taiwan Dollar
- (7) Number of employees: 7,200
- (8) Ownership: Uni-President Enterprises Corporation (45.4%)

### 3. Outline of SEVEN-ELEVEN CHINA Co., Ltd.

- (1) Name: SEVEN-ELEVEN CHINA Co., Ltd.
- (2) Principal businesses: Management of 7-Eleven trademarks and intellectual property rights in P.R.C. and provision of retail know-how
- (3) Establishment: April 2008
- (4) Location: No.5, Dongzhimennei Ave., Dongcheng District, Beijing 100007, P.R.C.
- (5) Representative: Chairman, Kazuo Otsuka
- (6) Registered capital: 50 million yuan
- (7) Number of employees: 7
- (8) Ownership: Seven-Eleven Japan Co., Ltd. (100%)

### 4. Further Outlook

The effect on the Company's consolidated results for the fiscal year ending February 28, 2009 will be insignificant.