



April 10, 2008

To whom it may concern:

Company Name: Seven & i Holdings Co., Ltd.
Representative: Noritoshi Murata, President & Representative Director
(Code No. 3382/First Section of the Tokyo Stock Exchange)

Seven-Eleven Japan Establishes Subsidiary

Seven-Eleven Japan Co., Ltd., a wholly owned subsidiary of Seven & i Holdings Co., Ltd., has announced the establishment of a subsidiary. Details are provided below.

1. Purpose of establishment

Major reasons for the establishment of the new subsidiary include responding to China's rapid economic development and diversifying customer needs, contributing to the modernization and development of China's retail industry, and fostering employment opportunities in the Chinese market. To those ends, the new subsidiary will receive a master license to operate in the People's Republic of China from 7-Eleven, Inc., of the U.S. (excluding Beijing, Tianjin, Hebei Province, Hong Kong, and Guangdong Province, where licenses have already been granted by 7-Eleven, Inc.) and will promote the development of 7-Eleven stores in China through area licensees.

2. Company Outline

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|---------------------------|---|
| (1) Name: | SEVEN-ELEVEN CHINA Co., Ltd. |
| (2) Representative: | Chairman, Kazuo Otsuka
(Seven & i Holdings Co., Ltd., Executive Officer, Senior Officer of International Business Planning Department) |
| (3) Location: | No.5, Dongzhimennei Ave., Dongcheng District, Beijing 100007, P.R.C. |
| (4) Establishment: | April 10, 2008 |
| (5) Principal businesses: | Management of 7-Eleven trademarks and intellectual property rights in China and provision of retail know-how |
| (6) Fiscal year-end: | End of December |
| (7) Number of employees: | 7 |
| (8) Registered capital: | 50 million yuan |
| (9) Ownership: | Seven-Eleven Japan Co., Ltd. (100%) |

3. Future outlook

The effect on the Company's consolidated results will be insignificant.