



July 8, 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)

Announcement of Establishment of Seven & i Netmedia Co., Ltd.

The Company decided at the Board of Directors' meeting held on July 8, 2008, that Seven & i Netmedia Co., Ltd., will be established as a wholly owned subsidiary of the Company. Details are provided below.

1. Objectives of the Establishment

The Company considers IT-related operations to be one of its seven core operational areas. Today, to further strengthen its operations, we have decided to establish Seven & i Netmedia as a company to consolidate the operations. In the future, the Group will push forward its operations centered on the activities of Seven & i Netmedia.

2. Company Outline

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|---|---|
| (1) Name:                                     | Seven & i Netmedia Co., Ltd.  |
| (2) Location:                                 | 8-8, Nibancho, Chiyoda-ku, Tokyo, 102-8452 Japan  |
| (3) Establishment:                            | July 11, 2008   |
| (4) Registered capital:                       | 10 million yen  |
| (5) Fiscal year end:                          | End of February   |
| (6) Number of shares issued at establishment: | 200 shares  |
| (7) Representative:                           | Katsuhiro Goto, President and Representative Director<br>(currently Director and Managing Executive Officer,<br>Seven & i Holdings Co., Ltd.) |

3. Future Outlook

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