



January 30, 2009

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 Merger and Change of Corporate Name of Consolidated Subsidiaries

Seven & i Holdings Co., Ltd. announces that three of its consolidated subsidiaries — Millennium Retailing, Inc., Sogo Co., Ltd., and THE SEIBU DEPARTMENT STORES, LTD. — will merge. A basic policy for the merger of the three companies was approved at Board of Directors meetings held by each of the companies on January 30, 2009. In accordance with that policy, Sogo will be the surviving company, and the surviving company's corporate name will be changed to Sogo Seibu Co., Ltd. (provisional name). Details are provided below.

I. Merger of Consolidated Subsidiaries

1. Objectives of the Merger

- (1) Amid dramatic changes in consumption patterns, the merger is expected to foster new growth capabilities, maximize customer share in each store service area, and maintain competitive advantages. To those ends, through the merger we will introduce an “Unified Operating Zone Strategy” that integrates key stores and multiple branch stores into one integrated network. In this way, we will create a unified 28-store management system that transcends the boundaries of the previous system of separate companies.
- (2) Millennium Retailing Group intends to take the lead over other companies in integrating its operations, make further advances with the three-company system, which has generated improvements in management efficiency, and merge the three companies while maintaining the “Sogo” and “SEIBU” names in regions with existing stores.
- (3) Company management will be based on a commitment to an on-site orientation that reflects the seamless integration of stores and head office. In addition, the merger will aim to realize a management system capable of rapid and flexible decision making, greater organizational efficiency, and the optimal allocation of management resources.

2. Outline of the Merger

(1) Schedule for the Merger

Resolution on basic policy at Board of Directors meetings	:	January 30, 2009
Resolution on merger at Board of Directors meetings	:	June 2009 (planned)
Conclusion of merger agreement	:	June 2009 (planned)
Approval of merger at General Meeting of Shareholders	:	June 2009 (planned)
Scheduled date of merger (effective date)	:	August 1, 2009 (planned)

(2) Method of Merger

The merger will be an absorption-type merger, with Sogo, as the surviving company and Millennium Retailing and SEIBU, to be dissolved.

3. Outline of the Merger Company (as of December 31, 2008)

(1) Corporate name	Sogo Co., Ltd. (surviving company)	Millennium Retailing, Inc. (dissolved company)	THE SEIBU DEPARTMENT STORES, LTD. (dissolved company)
(2) Area of operation	Department store	Management guidance and related operations to department stores	Department store
(3) Date of establishment	May 21, 1969	July 25, 1952	March 14, 1940
(4) Head office	Chuo-ku, Osaka City	Chiyoda-ku, Tokyo	Toshima-ku, Tokyo
(5) Representative Director	President, Kunio Yamashita	President, Kunio Yamashita	President, Kunio Yamashita
(6) Stated capital	1,000 million yen	37,733 million yen	6,000 million yen
(7) Number of shares issued	260,000 shares	89,464,242 shares	202,131,384 shares
(8) Net assets	53,427 million yen (non-consolidated)	83,329 million yen (non-consolidated)	44,721 million yen (non-consolidated)
(9) Total assets	289,139 million yen (non-consolidated)	85,053 million yen (non-consolidated)	317,272 million yen (non-consolidated)
(10) Fiscal year-end	End of February	End of February	End of February
(11) Number of employees	2,695 (non-consolidated)	423 (non-consolidated)	2,320 (non-consolidated)
(12) Major shareholders and shareholding ratios	Millennium Retailing, Inc. 100.0%	Seven & i Holdings Co., Ltd. 100.0%	Millennium Retailing, Inc. 100.0%

(Note) Data for stated capital, number of shares issued, net assets, total assets, and number of employees is as of February 29, 2008.

4. Status after Merger

(1) Corporate name	Sogo Seibu Co., Ltd. (provisional name)
(2) Area of operation	Department store
(3) Head office	Undecided
(4) Representative Director	Kunio Yamashita
(5) Stated Capital	Undecided
(6) Fiscal year-end	End of February
(7) Major shareholders and shareholdings ratios	Seven & i Holdings Co., Ltd. 100.0%

5. Impact on Business Results

The impact of the merger of the subsidiaries on the Company's consolidated business results will be negligible.

II. Change of Corporate Name of a Consolidated Subsidiary

1. Current Subsidiary

Corporate name	:	Sogo Co., Ltd.
Head office	:	Chuo -ku, Osaka City
Representative Director	:	President, Kunio Yamashita

2. New Subsidiary

Corporate name	:	Sogo Seibu Co., Ltd. (provisional name)
Head office	:	Undecided
Representative Director	:	Kunio Yamashita

3. Reason for Change

Using the opportunity presented by the three-company merger, the Company decided to utilize the well-known “Sogo” and “SEIBU” names to increase customer awareness of the new company.

4. Date of Change

August 1, 2009 (planned)