



February 26, 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)

Notice Regarding Transfer of Non-Current Assets by Subsidiary

At a meeting of the Board of Directors held on February 26, 2009, Sogo Co., Ltd., a consolidated subsidiary of Seven & i Holdings Co., Ltd., approved the transfer of the Sogo Shinsaibashi store.

1. Overview of company transferring the assets

- (1) Corporate name: Sogo Co., Ltd.
(2) Head office: 1-8-3, Shinsaibashi-suji, Chuo-ku, Osaka
(3) Representative: Kunio Yamashita, President

2. Reason for transfer

From the viewpoint of concentrating management resources and further enhancing asset efficiency in the department store operation of the Seven & i Group, it was determined that the sale of the store would facilitate initiatives targeted increased profitability.

3. Details of assets to be transferred

Details of assets and location	Transfer price	Current status
Sogo Shinsaibashi store Chuo-ku, Osaka	37,910 million yen	Store / parking lot
Total	37,910 million yen	-

4. Overview of company purchasing the assets

- (1) Corporate name: The Daimaru, Inc.
(2) Head office: 1-7-1, Shinsaibashi-suji, Chuo-ku, Osaka
(3) Representative: Ryoichi Yamamoto, President
(4) Stated Capital: 20,283,044,920 yen (as of March 1, 2008)
(5) Major shareholders
and shareholding ratios: J. FRONT RETAILING Co., Ltd. 100.0% (as of August 31, 2008)
(6) Main business line: Department store
(7) Relationships with
Seven & i Holdings: No personal, capital, or transactional relationships

5. Timetable of transfer

- February 26, 2009: Conclusion of contract of transfer
End of August 2009: Closure of Sogo Shinsaibashi store
End of September 2009: Transfer of property

6. Outlook

The effect of the transfer of the non-current assets on the consolidated business results of Seven & i Holdings Co., Ltd., will be minimal.