



March 3, 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 of Increase of Year-end Dividends Forecast
for the Fiscal Year ended February 28, 2009

At a meeting of the Board of Directors held on March 3, 2009, Seven & i Holdings Co., Ltd., approved a revision of the year-end dividends per share forecast for the fiscal year ended February 28, 2009, as described below.

1. Reason for revision of year-end dividends forecast

The Company, which has a basic policy of providing a return of profits in line with profit growth, is targeting annual dividends of 50.00 yen per share while working to increase the consolidated payout ratio, for which the Company's benchmark is 35%. In the fiscal year ended February 28, 2009, the operating environment was characterized by rapid change and challenging conditions. However, as one facet of its shareholder return initiatives, the Company plans to raise the year-end dividends per share to 29.00 yen, an increase of 2.00 yen per share. As a result, including the interim dividends of 27.00 yen per share, the Company is planning annual dividends of 56.00 yen per share. This plan will be submitted to the Company's fourth general meeting of shareholders, which is scheduled for May 2009.

2. Details of revision

	Dividends per Share		
	Interim	Year-end	Annual
Previous Forecast (April 10, 2008)	27.00 yen	27.00 yen	54.00 yen
Revised Forecast	-	29.00 yen	56.00 yen
Year ended February 28, 2009	27.00 yen	-	-
Reference: Year ended February 29, 2008	26.00 yen	28.00 yen	54.00 yen