



August 5, 2009

To whom it may concern:

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

**Notice regarding decision by Seven-Eleven Japan Co., Ltd., a subsidiary of  
Seven & i Holdings Co., Ltd., to accept a cease and desist order**

Seven-Eleven Japan Co., Ltd. (SEJ), a subsidiary of Seven & i Holdings Co., Ltd., formally decided to accept a cease and desist order received on June 22, 2009, from the Fair Trade Commission. Further information about this matter is provided in a press release from SEJ, which is available separately.

The effect of this matter on the Company's consolidated business results is expected to be insignificant.

August 5, 2009

To whom it may concern:

Seven-Eleven Japan Co., Ltd.

**Notice Regarding Acceptance of Cease and Desist Order**

On June 22, 2009, Seven-Eleven Japan Co., Ltd. (SEJ) received a cease and desist order from the Fair Trade Commission. SEJ has taken this matter very seriously, and following the receipt of the order SEJ has examined the matter in detail, giving consideration to the opinions of third parties and consulting with the Fair Trade Commission.

SEJ has formally decided to accept the cease and desist order and notified the Fair Trade Commission of this decision on August 5, 2009.

The Company regrets any concern caused among franchise store owners and other related parties in connection with this order.

Moving forward, the Company will continue striving to further strengthen its relationships of trust with franchise stores and to achieve further increases in the satisfaction of franchise store owners.