



September 1, 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 Revision of Consolidated Financial Results Forecast

At a meeting of the Board of Directors held on September 1, 2009, Seven & i Holdings Co., Ltd., has revised its consolidated financial results forecast for the six months ended August 31, 2009 and the fiscal year ending February 28, 2010. The previous forecast was announced on April 9, 2009, in conjunction with the announcement of the consolidated financial results for fiscal year ended February 28, 2009. Details are as described below.

1. Revision of consolidated financial results forecast

- (1) Consolidated results forecast for the six months ended August 31, 2009
(from March 1, 2009 to August 31, 2009)

(Millions of yen)

	Revenues from operations	Operating income	Ordinary income	Net income
Previous forecast (April 9, 2009) (A)	2,747,000	148,000	145,000	66,000
Current forecast (B)	2,568,000	117,000	117,000	44,000
Difference (B – A)	(179,000)	(31,000)	(28,000)	(22,000)
% change	(6.5)%	(20.9)%	(19.3)%	(33.3)%
Reference: Results in previous year (six months ended August 31, 2008)	2,861,034	148,009	147,981	67,503

(2) Consolidated financial results forecast for the fiscal year ending February 28, 2010
(from March 1, 2009 to February 28, 2010)

(Millions of yen)

		Revenues from operations	Operating income	Ordinary income	Net income
Previous forecast (April 9, 2009) (A)		5,313,000	285,000	281,000	123,000
Segment breakdown	Convenience store operations	2,020,000	207,500		
	Superstore operations	2,120,000	32,500		
	Department store operations	955,000	14,800		
	Food services	94,500	(1,000)		
	Financial services	110,000	29,300		
	Others	41,500	1,900		
	Eliminations / corporate	(28,000)	0		
Current forecast (B)		5,180,000	250,000	248,000	109,000
Segment breakdown	Convenience store operations	1,967,000	200,000		
	Superstore operations	2,056,000	15,000		
	Department store operations	938,000	6,000		
	Food services	88,000	(2,500)		
	Financial services	114,000	30,000		
	Others	45,000	1,500		
	Eliminations / corporate	(28,000)	0		
Difference (B - A)		(133,000)	(35,000)	(33,000)	(14,000)
% change		(2.5) %	(12.3) %	(11.7) %	(11.4) %
Reference: Results in previous year (year ended February 28, 2009)		5,649,948	281,865	279,306	92,336

2. Reason for revision of consolidated financial results forecast

There are signs of recovery in certain sectors of the domestic economy, but an overall recovery seems unlikely, and consumer sentiment remains weak. Moreover, unseasonable summer weather and notable declines in market prices, not only for apparel but also for frequently purchased food items, have had an adverse influence. The challenges faced by the Seven & i Group have exceeded expectations, and as a result, the results forecasts for the interim period and the full fiscal year have been revised downward.

Note: The results forecast is the judgment of the company based on the information available at this point in time, and actual results might differ from the forecast due to a variety of factors.