



April 8, 2010

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 Establishment of Subsidiary for Acquisition of Ownership
of Land and Building Containing Seibu Ikebukuro**

At a meeting held on April 8, 2010, the Board of Directors of Seven & i Holdings Co., Ltd. adopted a resolution calling for the establishment of a new company with the purpose of holding the fixed assets of the Seibu Ikebukuro, the flagship store of Sogo & Seibu Co., Ltd., a consolidated subsidiary of the Company. Details are as follows. Plans call for the new company to acquire trust beneficiary rights (fixed assets) for Seibu Ikebukuro.

I. Establishment of the subsidiary

1. Purpose of establishment

In 2000, THE SEIBU DEPARTMENT STORES, LTD. (currently Sogo & Seibu Co., Ltd.), established a real estate trust for a portion of the land and buildings of Seibu Ikebukuro, its largest flagship store. The trust beneficiary rights were sold to Asset Ikesei Inc. (hereafter, "the securitization"), and that property is now leased from Asset Ikesei Inc. The securitization finance contract concluded covers the period to September 2010. Rather than renewing the securitization finance contract, the Company decided that its enterprise value would be enhanced by acquiring and holding the property. Accordingly, the Company decided to establish a new company for that purpose.

2. Overview of company to be established

(1) Name	To be determined
(2) Location of head office	8-8 Nibancho, Chiyoda-ku, Tokyo
(3) Representative	To be determined
(4) Principal business activities	Real estate leasing
(5) Capital	¥10.0 billion (planned)
(6) Establishment	May 2010 (planned)
(7) Fiscal year-end	February (planned)
(8) Shareholding ratio	Seven & i Holdings Co., Ltd. (100%)

II. Acquisition of trust beneficiary rights (fixed assets)

1. Purpose of acquisition

The outflow of funds from the Group that would have occurred if the securitization had been continued will be avoided. In addition, the acquisition will result in increased flexibility in a range of management initiatives, such as remodeling. The Group believes that the acquisition will enhance its enterprise value in the future.

2. Overview of assets to be acquired

Land	Location	1-18-1 Minami-Ikebukuro, Toshima-ku, Tokyo
	Area	16,799.06 square meters
	Type of ownership	Rights of ownership and leasehold
Building	Building number	1 Main building: 1-18-3-1 Minami-Ikebukuro, Toshima-ku, Tokyo 2 TK building: 1-18-5 Minami-Ikebukuro, Toshima-ku, Tokyo
	Construction	1 Main building: Steel-framed, reinforced concrete, flat roof, 3 floors below ground, 12 floors above ground 2 TK Building: Steel-framed, reinforced concrete, 3 floors below ground, 8 floors above ground
Trustee		Mizuho Trust & Banking Co., Ltd.

3. Overview of seller

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|-----------------------------------|--|
| (1) Name | Asset Ikesei Inc. |
| (2) Location of head office | 3-2-3 Marunouchi, Chiyoda-ku, Tokyo |
| (3) Representative | Ryutaro Uchiyama |
| (4) Principal business activities | Real estate holding, management, and sales, etc. |
| (5) Capital | ¥3 million |
| (6) Establishment | July 2000 |
| (7) Fiscal year-end | July |
| (8) Shareholding ratio | IKESEI Asset Ltd. (100%) |

III. Schedule

April 8, 2010	Adoption of the resolution at the Board of Directors meeting
May 2010	Establishment of the new company (planned)
September 2010	Conclusion of the property acquisition agreement (planned)
September 2010	Acquisition of the property (planned)

IV. Future outlook

The influence on consolidated results for the fiscal year ending February 2011 is expected to be minimal, but this measure is expected to contribute to profits over the medium to long term.