



September 10, 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 of Conclusion of Contract Regarding Comprehensive Business Alliance Agreement

In accordance with a basic agreement with Credit Saison Co., Ltd., that was concluded on March 17, 2010, SEVEN & i FINANCIAL GROUP CO., LTD. and Sogo & Seibu Co., Ltd., consolidated subsidiaries of Seven & i Holdings Co., Ltd., have agreed on a comprehensive business alliance. The details of agreement, which target the future growth of card operations, are provided below.

1. Purpose of Business Alliance

With the goal of creating “a new, comprehensive lifestyle industry,” the Seven & i Group is working to create a new business model that integrates finance and retail operations in the field of financial services, which is one of Seven & i Holdings’ seven core operational areas. In particular, in the card business, current initiatives include (1) providing card services that leverage the Group’s strengths, such as its wide-ranging customer base and extensive points of customer contact, from real stores to online shopping, and from goods to services, and (2) making a contribution to the Group’s marketing and merchandising.

Moreover, through the provision of the card-business-related processing and marketing know-how that it has acquired, Credit Saison is expected to contribute to the Group’s card strategy. Accordingly, Credit Saison and SEVEN & i FINANCIAL GROUP concluded a comprehensive business alliance agreement based on the judgment that each company will thereby be able to enhance future growth opportunities.

IY Card Service Co., Ltd., a subsidiary of SEVEN & i FINANCIAL GROUP, will work together with a joint venture company, which will be established by Credit Saison and SEVEN & i FINANCIAL GROUP, to provide credit card, electronic money, and shared point services, thereby playing a role in the Group’s customer marketing. Future objectives include membership of more than 10 million and transaction volume of more than ¥2 trillion. On October 1, 2010, IY Card Service plans to change its name to Seven Card Service Co., Ltd.

2. Details of Comprehensive Business Alliance

(1) The joint venture company will take over the joint card operations currently being conducted between Sogo & Seibu and Credit Saison.

These card operations, for which Credit Saison is currently the issuer, will be absorbed in absorption-type merger (planned for April 1, 2011) by a wholly owned Credit Saison subsidiary (establishment of the preparation company planned for September 17, 2010). At the same time, SEVEN & i FINANCIAL GROUP will acquire 51% of the joint venture company, and subsequently Credit Saison and SEVEN & i FINANCIAL GROUP will strengthen services and advance card operations through the joint venture company.

(2) Development of the Group's card operations by the joint venture company

The joint venture company and SEVEN & i FINANCIAL GROUP will advance the Seven & i Group's card operations. They will begin to consider specific initiatives, such as taking over the card operations of Group subsidiary IY Card Service (target: by March 2013) and the introduction of shared points within the Group.

(3) Alliance with Credit Saison

In the future, Seven & i Group companies and Credit Saison will also consider cooperation in other areas that offer benefits to both parties, such as a direct affiliation contract, cooperation in encouraging members to utilize the other company's stores (use of Eikyu Fumetsu Points, etc.), cooperation in sales of insurance products, and cooperation in Internet businesses and in customer referrals utilizing Eikyu Fumetsu.com. In addition, the companies will consider cooperation in card operations for business development by the Group in Asia.

(4) Overview of "Preparation Company"

(1) Name	Seven CS Card Service Co., Ltd.
(2) Head office	Chiyoda-ku, Tokyo
(3) Representative	Representative director: Toshiharu Yamamoto (Credit Saison)
(4) Principal business activities	Credit card issuance and related operations
(5) Registered capital	¥100 million (planned)
(6) Date of establishment	September 17, 2010 (planned)
(7) Fiscal year-end	End of February (planned)
(8) Shareholding ratio	Credit Saison: 100%

(5) Overview of Joint Venture Company

(1) Name	Seven CS Card Service Co., Ltd.
(2) Head office	Chiyoda-ku, Tokyo
(3) Representative	Representative directors: Toshiharu Yamamoto (Credit Saison) and one person will be nominated by SEVEN & i FINANCIAL GROUP (planned)

(4)	Principal business activities	Credit card issuance and related operations
(5)	Registered capital	¥100 million (planned)
(6)	Date of establishment	Start of operations: April 1, 2011 (planned)
(7)	Fiscal year-end	End of February (planned)
(8)	Net assets	About ¥22.0 billion
(9)	Total assets	About ¥170.0 billion
(10)	Shareholding ratio	SEVEN & i FINANCIAL GROUP: 51% Credit Saison: 49% (Planned for April 1, 2011)

3. Overview of Alliance Partners

(1)	Name	Credit Saison Co., Ltd.	
(2)	Head office	1-1, Higashi-Ikebukuro 3-chome, Toshima-ku, Tokyo	
(3)	Representative	President and CEO: Hiroshi Rinno	
(4)	Principal business activities	Credit card business	
(5)	Registered capital	¥75,929 million (as of June 30, 2010)	
(6)	Date of establishment	May 1, 1951	
(7)	Major shareholders and shareholding ratios (%)	Mizuho Bank, Ltd.: 10.84% (as of March 31, 2010)	
(8)	Relationship between Seven & i Holdings (7&iHD) and Credit Saison (CS)	Capital relationships	There are no significant capital relationships between 7&iHD and CS. However, 7&iHD subsidiary Sogo & Seibu holds 4,100 thousand shares of CS. Moreover, CS holds 6,850 thousand shares of 7&iHD and 1,857 shares of 7&iHD's subsidiary, THE LOFT. There are no additional significant capital relationships between 7&iHD's related individuals or related companies and CS's related individuals or related companies.
		Personnel relationships	There are no significant personnel relationships between 7&iHD and CS. Moreover, there are no significant personnel relationships between 7&iHD's related individuals or related companies and CS's related individuals or related companies.
		Transactional relationships	There are no significant transactional relationships between 7&iHD and CS. However, 7&iHD subsidiary Sogo & Seibu and THE LOFT have a transactional relationship related to the issuance of credit cards with CS. There are no additional significant transactional relationships between 7&iHD's related individuals or related companies and CS's related individuals or related companies.
		Status of related parties	CS is not a related party of 7&iHD. Moreover, the related parties and related companies of CS are not related parties of 7&iHD.

(9) Consolidated business results and financial position for the past three years			
Fiscal year-end	March 31, 2008	March 31, 2009	March 31, 2010
Consolidated net assets	¥418,661 million	¥320,595 million	¥341,405 million
Consolidated total assets	¥2,450,637 million	¥2,407,064 million	¥2,374,129 million
Consolidated net assets per share	¥2,147.04	¥1,766.95	¥1,845.82
Consolidated operating revenues	¥345,586 million	¥327,089 million	¥306,855 million
Consolidated operating income	¥57,191 million	¥34,548 million	¥36,173 million
Consolidated ordinary income	¥58,111 million	¥30,953 million	¥39,106 million
Consolidated net income (loss)	¥26,755 million	¥ (55,513) million	¥18,680 million
Consolidated earnings per share	¥148.78	¥ (308.25)	¥102.48
Dividends per share	¥28.00	¥30.00	¥30.00

4. Schedule

September 10, 2010	Basic agreement for comprehensive alliance, joint venture company agreement, share transfer agreement
September 17, 2010	Establishment of “preparation company” as a wholly owned subsidiary of Credit Saison (planned)
April 1, 2011	“Preparation company” share acquisition (planned)

5. Future Outlook

The influence on results for the fiscal year ending February 2011 is expected to be minimal.

(Reference) Key operating figures for existing credit card operations related to joint company

Cards	No. of cardholders	Shopping transaction volume
Millennium Card Saison / Club ON Card Saison	3.07 million (as of March 2010)	¥668.6 billion (FY ended March 2010)
Credit Saison Co., Ltd. Total issued cards	28.29 million (as of March 2010)	¥3,844.6 billion (FY ended March 2010)

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.