



December 9, 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 Acquisition of Exxon Mobil's Retail Interests

7-Eleven, Inc. (headquarters: Texas, U.S.; President and Chief Executive Officer, Joseph M. DePinto), a subsidiary of Seven & i Holdings Co., Ltd., has reached an agreement with Exxon Mobil Corporation (headquarters: Texas, U.S.; Chairman and CEO, Rex W. Tillerson) for the acquisition of Exxon Mobil's retail interests in 183 Florida sites.

The details are provided below:

1. Purpose of acquiring retail interests

7-Eleven Inc.'s acquisition of the retail interests will contribute to higher revenues and profits from convenience store operations in the United States and Canada in two principal ways.

- (1) Florida is one of the key areas for store openings in the United States and Canada. The acquisition will enhance customer recognition of 7-Eleven by advancing the concentration of the 7-Eleven network in Florida.
- (2) The acquisition will boost the efficiency of 7-Eleven Inc.'s infrastructure—including fresh food production facilities and joint distribution network—and increase store profitability.

2. Overview of Exxon Mobil Corporation

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| (1) Name: | Exxon Mobil Corporation |
| (2) Representative: | Chairman, and CEO, Rex W. Tillerson |
| (3) Location of head quarters: | Texas, U.S. |
| (4) Establishment: | 1882 |
| (5) Major business activities: | Largest publicly traded petroleum and petrochemical enterprise in the world |
| (5) Fiscal year-end: | December 31 |

3. Date of Acquisition

Date of acquisition (plan): Last day of March, 2011 (U.S. time)

4. Outlook

The acquisition will have only a minimal effect on the Company's consolidated performance, but this measure is expected to contribute to profits over the medium to long term.