



March 1, 2011

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 Acquisition of Trademark Rights by a Subsidiary

Seven-Eleven Japan Co., Ltd. ("Seven-Eleven Japan" hereinafter), a consolidated subsidiary of the Company, will acquire the rights currently held by 7-Eleven, Inc., a wholly-owned subsidiary of Seven-Eleven Japan, for the use of the 7-Eleven trademark in Japan. Details regarding this acquisition are as follows.

1. Overview of the Acquisition

Seven-Eleven Japan will cancel its area licensing contract with 7-Eleven, Inc., of the U.S. and will acquire the rights held by 7-Eleven, Inc., for the use of the 7-Eleven trademark in Japan.

2. About the Trademarks

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| (1) Trademarks to be acquired | 7-Eleven trademark and all related derivative trademarks |
| (2) Region | Japan |
| (3) Date of contract conclusion and trademark acquisition (planned) | March 4, 2011 |

3. Outlook

The acquisition will have no effect on the Company's consolidated results for the fiscal year ended February 2011 and will have only a minimal effect on the Company's results for the fiscal year ending February 2012 and subsequent fiscal years. However, the acquisition is expected to contribute to profits over the medium to long term.