



March 15, 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 regarding the effect of “The 2011 off the Pacific coast of Tohoku Earthquake”

Seven & i Holdings extends its heartfelt sympathy to all those who have suffered as a result of “The 2011 off the Pacific coast of Tohoku Earthquake,” which occurred on March 11, 2011.

At this point, the effect on the Seven & i Group is as follows.

1. Damage:

Certain of the Group’s stores in the Tohoku and Kanto regions have closed or have shortened their operating hours due to such factors as the falling or overturning of products and fixtures, the damage to buildings, and the effects of the electricity blackouts. Among major operating companies, certain stores have closed due to such reasons as the blackouts. About 350 of 13,219 7-Eleven stores are closed, and about 82 of 170 York-Benimaru stores are closed. However, all 170 Ito-Yokado stores are open, as are all 27 Sogo & Seibu stores.

Currently, all Group companies are working to reopen stores and to restore the product supply system while maintaining a focus on confirming safety.

2. Measures to reduce electricity consumption:

The Group’s stores are closely linked to the daily lives of customers in each region, and the Group is working to maintain operations and to rapidly reopen stores that have closed. However, to respond to electricity shortages as a member of the local community, each store is implementing a variety of measures to reduce electricity consumption.

3. Effect on the Company’s results

The damage from the earthquake is currently being examined. In the event that the Company forecasts a substantial effect on its results, that information will be disclosed promptly.