



March 18, 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”
(Notice No. 2)**

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.

In regard to the situation of the Seven & i Group, additional information has been confirmed after the release of the previous notice on March 15. That information is as follows.

1. The Group’s response

To provide items that are necessary for daily life, the entire Group is doing everything it can to continue operations and to rapidly resume operations at stores that have closed. With the cooperation of related parties, the restoration of the product supply system is making progress every day. In regard to items that are especially important for daily life, we are supplying more than usual. However, demand is concentrated on stores in certain regions, and as a result there are still locations where supply of these items is inadequate.

Also, in regard to measures to reduce electricity consumption, we have further intensified our measures after March 15 and are taking a variety of steps to save electricity as a member of local communities.

2. The situation regarding the stores of major operating companies

1) Seven-Eleven Japan

As of March 18, about 350 of 13,219 stores are closed. About 150 stores, principally in Miyagi Prefecture, are expected to reopen within a few days. (The number of closed stores includes about 100 stores that are closed due to evacuation stemming from the nuclear power plant incident)

In the period after the earthquake, from March 12 to March 17, total store sales were up by 20% year on year.

2) York-Benimaru

As of March 18, 68 of 170 stores are closed. The reopening of stores is making steady progress, and over the past three days, 14 stores have reopened. (The number of closed stores includes 19 stores that are closed due to evacuation stemming from the nuclear power plant incident)

3) Ito-Yokado, Sogo & Seibu

All stores are open.

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.