

- Today, at two 7-Eleven stores in Tokyo - Installation starts for "Seven-Navi" multimedia terminals Beginning with services for shopping, photo printing, tours & leisure, CDs & DVDs, and music downloading

7-Eleven Japan Co., Ltd. and 7dream.com began installing "Seven-Navi" multimedia terminals in 7-Eleven stores on Monday, November 27, 2000. Starting with two stores in Tokyo, the companies are planning to roll out terminals in 1,200 Tokyo stores by the end of January 2001, and will continue to expand the service area and contents. The initial content available will focus on the five categories of on-line shopping, photo printing, tours & leisure, CDs & DVDs, and music downloading (the music downloading service started on Friday, December 8). The Seven-Navi terminal was jointly developed with NEC, one of the shareholders of 7dream.com.

The music downloading service allows customers to choose tunes played by major artists or Independent Artists, and record them at high speed onto a mini-disk (MD). The photo printing function enables the printing of high-quality pictures from the memory of a digital camera, or the scanning of exposed pictures for reproduction or composite photographs. The tours and leisure category allows consumers to reserve overseas and domestic tours and hotels, and tickets for leisure services and domestic airlines. These services can be obtained only through the multimedia terminal. The terminal also provides on-line shopping for a variety of goods as well as advance orders of CDs and DVDs, which are already available through the 7dream.com Internet site, a mobile site called "Petit-dream.com," and other content services for cellular phones and terminals. While expanding the content scope into the areas of information services, book-ordering services and ticket services, the companies are planning to capitalize on the Seven-Navi terminal to offer customers goods and services related to the goods found on the shelves of 7-Eleven stores.

The Seven-Navi terminal is equipped with a 16x MD drive, the highest speed available today, a TA printer for quality photographs, a high-precision ink-jet printer, and a CCD camera. The touch-panel enables customers to access a variety of information by simply following the text and voice guidance. To ensure a steady flow of the latest information, an advanced digital communications network has been constructed with leased lines, linking satellites with ground stations to transmit and process data at high levels of speed and security. The terminal incorporates a digital phone connection with the Seven-Navi operation center on a 24-hour basis, which allows center operators to assist customers over the telephone while viewing the same screen as the customer.

For payment, the customer can choose credit settlement, cash payment at a designated 7-Eleven store or cash payment upon delivery. Customers can also pick up their purchases at a designated 7-Eleven store or choose home delivery.

7dream.com opened its Internet and mobile sites on July 1, 2000. At present, the company provides these sites with content focusing on music, tours, goods, cars, photographs, books, and other information, and receives some 10 million page views a month. The introduction of the new

multi-function, high-performance multimedia terminal marks the beginning of a Japanese model of E-commerce in which stores and networks are integrated. The Seven-Navi terminal will bring digital networking services to everyone who visits participating 7-Eleven stores.

7-Eleven Japan and 7dream.com will continue to offer new services by integrating their 'real' and 'virtual' products and services to meet the demands of today's consumers needs. Plans call for the construction of the world's largest E-commerce network, linking 7-Eleven stores nationwide (8,500 stores as of December 2000), multimedia terminals, personal computers and mobile phones over the Internet.