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Seven-Eleven Japan Co., Ltd.
7Dream.com Co., Ltd.
PIA CORPORATION

Ticket PIA Service Available Through Seven-Eleven Japan's Multimedia Terminal

--Responding to customers' diversifying needs by introducing the industry's first multi-search function information service--

On November 1, 2001, Seven-Eleven Japan Co., Ltd., 7Dream.com, and PIA CORPORATION, will begin offering an attractions ticket purchasing service. The service will be offered through Seven-Eleven Japan's multimedia terminals, which are installed in approximately 1,200 7-Eleven stores in Tokyo. To achieve the service, the companies developed an epoch-making system that incorporates the original functions of Seven-Eleven Japan's multimedia terminals into PIA's online ticket purchasing system *Ticket PIA* to enable 7-Eleven customers to use the service through the multimedia terminals.

Using this new service, users can search the categories of music, stage, sports, special events, art, and movies by four methods: keyword (artist name, movie title, and others), playing date, category, and venue. The service also has a guidance system that explains how to use the system using voice and pictures. Furthermore, the first multimedia terminal ticket information service is available 24-hours a day, 365-days a year, allowing customers to easily access *Ticket PIA*'s event information service whenever they want. Identical to the *Ticket PIA* service, there are approximately 20,000 attractions listed, but tickets can be purchased without having to pay postage to have them delivered because they can be issued on the spot at the store. The ticket purchasing service is available from 10 a.m. to 8 p.m.

To maintain interest, the top page of the ticket service site will be regularly changed. Among other services, it will also be possible to directly input the event code (P code) that is featured in Weekly PIA Magazine and other publications, to have tickets reserved by telephone through *Ticket PIA*'s Reservation Center and issued at 7-Eleven stores, and to check seat numbers when purchasing tickets. Payment can be made in cash at the register or using credit cards (JCB and PIA cards) with the multimedia terminals.

The companies are considering sponsoring events that give special preference to Seven-Eleven Japan customers or events for which tickets are available exclusively at 7-Eleven stores. By providing an appealing service for customers, Seven-Eleven Japan is working to increase synergies between its store network and e-commerce platforms, aiming to further increase the convenience of its services for customers.