

Seven-Eleven Japan Become Exclusive Seller for a Georgia Brand Canned Coffee Jointly Developed with the Coca-Cola Group --Industry's first exclusive sales of manufacturer's brand canned coffee--

Seven-Eleven Japan Co., Ltd., will commence sales of Georgia Emblem Mild canned coffee at the approximately 8,900 stores in its national network on November 13. The canned coffee product was jointly developed with the Coca-Cola Group, with the goal of creating a canned coffee that tastes like freshly made coffee for genuine coffee lovers. *Georgia Emblem Mild* is one of the many types of canned coffee being sold under the Georgia brand name, the No. 1 canned coffee brand in Japan.

Since sales in the ¥1.2 trillion canned coffee market surge during the fall and winter, companies are busily introducing new products and improved versions during this period. Recently, there is a growing trend toward drinking coffee with milk and no sugar. *Georgia Emblem Mild* is being introduced by Seven-Eleven Japan during this season of high sales in response to the movement away from sweetened coffee. It contains no-sugar and milk--something which has not been available before. Seven-Eleven Japan decided to work jointly with Coca-Cola Group to create this product to develop the latent market. This case is the first time in the industry that a manufacturer's brand canned coffee is being sold exclusively through a convenience store sales network.

Based on a firm grasp of customer needs, Seven-Eleven Japan will work to actively develop and introduce products with value for customers. The Company intends to strengthen its use of team merchandising to differentiate its canned coffee products and stimulate the market.