

## **Seven-Eleven Japan Announces Opening of First Stores in Aichi Prefecture**

Seven-Eleven Japan Co., Ltd., will open two 7-Eleven stores simultaneously in Toyohashi, Aichi Prefecture on Friday, July 12. The support infrastructure for these stores is being provided by the distribution network centered on the fast food factories and distribution centers in neighboring Shizuoka Prefecture. The Company plans to open 20 stores in the region around Toyohashi and Toyokawa by the end of February 2003. The market entrance into this region was decided at the request of customers and small retailers willing to be 7-Eleven franchisees. As a first step, Seven-Eleven Japan will begin opening stores in the region around Toyohashi, which neighbors on the Company existing store network. By concentrating its store openings on a specific region, Seven-Eleven Japan aims to heighten brand name recognition and achieve business efficiency. Following the construction of a new plant and distribution center, Seven-Eleven Japan will start opening stores in Nagoya in December 2002. Based on these measures, the Company is targeting the opening of approximately 80 stores in Aichi Prefecture by the end of February 2003.

Since its founding, Seven-Eleven Japan has striven to realize the business principles of "modernizing and revitalizing small and medium-sized retail stores," and "co-existence and co-prosperity with franchisees." Based on this commitment, the Company has aggressively developed its store network in a dense grouping around its manufacturing and distribution infrastructure. At the end of June 2002, Seven-Eleven Japan had 9,147 stores in 31 of Japan's prefectures, and these new store openings will be the first in the Chukyo region.