

Seven-Eleven Japan Launches Ticket Issuing Service Using Multifunction Copiers

Seven-Eleven Japan Co., Ltd., will begin offering new services, mainly ticket-issuing services, at approximately 2,000 7-Eleven stores in Tokyo and Kanagawa Prefecture on Friday, November 1, 2002. The new services will utilize multifunction copiers, made by Fuji Xerox Co., Ltd., that are already installed in all stores. Seven-Eleven Japan will start enlarging the service area in January 2003 and plans to be offering the services in all domestic 7-Eleven stores by early February 2003.

The new services will take full advantage of the computerized and network functions of the multifunction copiers. Services will include:

- issuing of and payment for approximately 20 thousand types of tickets for music concerts, theater shows, sports events, movies, and other events handled by PIA CORPORATION through the Ticket PIA service,
- issuing of and payment for tickets for Tokyo Disney Resort and other discount tickets leisure facilities handled by JTB Corp. through the JTB Leisure Ticket service,
- application and payment for certification and testing services for a range of areas, such as TOEIC[®] tests and Japanese Kanji character tests, and
- payment for previously reserved airline tickets by JAL Mileage Bank members.

These four services were previously only available at the approximately 1,200 7-Eleven stores in the Tokyo area through Seven-Eleven Japan's multimedia terminals. As of November 1, however, the services will shift to the multifunction copiers, which have already been installed in all stores. This change will make it possible to offer the services at all domestic 7-Eleven stores.

In addition to the copying, facsimile^{*1}, and residential area map^{*2} services currently available through the multifunction copiers, Seven-Eleven Japan will also start NetPrint^{*3}--a new service--at the same time. Seven-Eleven Japan is the first in the convenience store industry to provide this service using copiers. To make it a highly convenient service for customers that suits their lifestyles, the Company will be offering this service 24 hours a day, 365-days a year^{*4}.

The Ticket PIA, JTB Leisure Ticket, certification and testing, and JAL airline ticket payment services were previously provided through the multimedia terminals by 7dream.com, a joint venture formed in February 2000 to develop e-commerce business. Because of the shift to multifunction copiers, however, the multimedia terminal services will be terminated on October 31, 2002. The multimedia terminals will be removed from all the stores in the Tokyo area at which they were installed.

From now on, 7dream.com will pursue e-commerce business development in three areas:

- operating and management of ticket services, such as the ticket-issuing service provided through the multifunction copiers,
- operating Internet businesses, such as operating Web and mobile sites and planning and

- operating new services and products using advanced Internet technologies, and
- developing a wholesale business, which supplies DVD, VHS, and other visual products for the Ito-Yokado Group companies.

In developing these areas, 7dream.com will take advantage of the infrastructure already established by Seven-Eleven Japan, such as the information systems for stores, the distribution network, and others. Using its original planning and merchandizing capabilities, 7dream.com will work together with Seven-Eleven Japan to create and expand e-commerce business, aiming to establish a flexible business structure that can adapt to the future expansion of the e-commerce market.

While further leveraging the superior advantages of its store-network-based business platform, Seven-Eleven Japan will work to link the development of these new services offered through the multifunction copiers with its e-commerce business. Through this process, the Company aims to deliver highly convenient services that respond to the continuing changes in its customers' needs.

1. ^{*1}Being offered at approx. 6,700 stores (still no service in some areas), with services to become available at all stores by the end of December 2002.
2. ^{*2}Being offered at approximately 1,250 stores in Tokyo.
3. ^{*3}Being offered at approximately 2,000 stores in Tokyo and Kanagawa Prefecture. The service comprises using the multifunction copiers as printers to print out documents created on personal computers and material posted on the Internet.
4. ^{*4}Ticket PIA services are available from 10 a.m. to 8 p.m. In principle, JTB Leisure Ticket services are not available every Tuesday and the fourth Thursday in the month from 2 a.m. to 5 a.m.