



October 27, 2010

To whom it may concern:

Company name: Seven & i Holdings Co., Ltd.
Representative: Noritoshi Murata,
President and Representative Director
(Code No. 3382/First Section of the Tokyo Stock Exchange)

Notice Regarding Establishment of Subsidiary

Seven-Eleven Japan Co., Ltd., and Ito-Yokado Co., Ltd., wholly owned subsidiaries of the Company, have decided to establish a joint venture company to develop 7-Eleven stores in Chengdu, Sichuan Province, China.

Plans call for the new company to be established after the Chengdu city government approves the company establishment application and for the first store to be opened in spring 2011.

1. Company Outline

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|------------------------------|---|
| (1) Name: | SEVEN-ELEVEN (CHENGDU) Co., Ltd. |
| (2) Representative: | Chairman, Megumu Ubasako (Seven-Eleven Japan Co., Ltd.)
Vice Chairman, Tomihiro Saegusa (Ito-Yokado Co., Ltd.) |
| (3) Location of head office: | Wuhou-qu, Chengdu, Sichuan Province |
| (4) Date of establishment: | December 2010 (planned) |
| (5) Principal businesses: | Operation of 7-Eleven stores in Chengdu, Sichuan Province |
| (6) Licensor: | SEVEN-ELEVEN CHINA Co., Ltd.
(wholly owned subsidiary of Seven-Eleven Japan Co., Ltd.) |
| (7) Fiscal year end: | End of December |
| (8) Registered capital: | US\$ 30 million |
| (9) Equity interest: | Seven-Eleven Japan Co., Ltd. 81%
Ito-Yokado Co., Ltd. 19% |

2. Future outlook

The influence on consolidated results for the fiscal year ending February 2011 is expected to be minimal.