

March 31, 2016

Announcement

EMG Marketing Godo Kaisha

### Express x HELLO KITTY Campaign

TonenGeneral Group company EMG Marketing Godo Kaisha (head office: Minato-ku, Tokyo; president: Takashi Hirose) announces the implementation of a campaign in collaboration with HELLO KITTY, a popular character of Sanrio Company, Ltd. (head office: Shinagawa-ku, Tokyo; president chief executive officer: Shintaro Tsuji) beginning April 1.

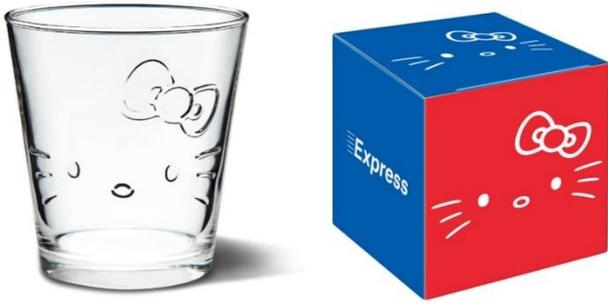
Collaboration with HELLO KITTY, begun in 2014 at our Express self-service stations nationwide, has been favorably received by our customers. We aim to further increase customer satisfaction with this campaign, in which we will once again offer HELLO KITTY collaboration goods.



#### Campaign overview

Name: Express x HELLO KITTY Campaign  
Location: Approximately 1100 Express self-service stations nationwide  
Express service station locations: <http://www.emg-ss.jp/ss-search/> (in Japanese only)  
Campaign period: April 1 - May 8

Customers will receive one campaign coupon with each purchase of 20 liters or more of gasoline or diesel at Express self-service stations using the Synergy Card, Speedpass or nanaco. The HELLO KITTY glass pictured below will be offered in exchange for three campaign coupons.



**Diameter approx. 85mm, height approx. 92mm, embossed, boxed**

**Material: glass**

#### About the TonenGeneral Group and EMG Marketing Godo Kaisha

The TonenGeneral Group, centered on Group company TonenGeneral Sekiyu K.K. and also comprising its related companies and subsidiaries, including EMG Marketing Godo Kaisha, is engaged in business operations that include crude oil procurement, petroleum and petrochemical product manufacturing, and electric power supply. Under our brands, Esso, Mobil and General, we strive to contribute to the development of a vibrant society by maintaining a stable supply of energy and offering high-quality products and services while working to reduce effects on the environment. For more information, please visit our website at <http://www.tonengeneral.co.jp/english>.

#### About Express

Express is operated under the concept of providing the quickest, easiest refueling service in the cleanest, most comfortable facilities. In order to further advance this brand value, we continuously strive to enhance both the technical and customer-oriented aspects of our services by strengthening our sales promotion programs, enhancing our customer services, ensuring the cleanliness of our SS, and other efforts. Visit our website at <http://www.emg-ss.jp/brand/express/>

#### Media and customer inquiries

Esso, Mobil, General Administrative Office

Tel: 0120-101-257 (weekdays 9:30-11:45, 12:45-18:00; closed Saturdays, Sundays and holidays)

*[The official language for TonenGeneral Sekiyu's filings with the Tokyo Stock Exchange and Japanese authorities, and for communications with our shareholders, is Japanese. We have posted English versions of some of this information on this website. While these English versions have been prepared in good faith, TonenGeneral Sekiyu does not accept responsibility for the accuracy of the translations, and reference should be made to the original Japanese language materials.]*