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Regarding the Retail Business of the ExxonMobil Japan Group

ExxonMobil Yugen Kaisha (president: P. P. Ducom; head office: Minato-ku, Tokyo), parent company of TonenGeneral Sekiyu Kabushiki Kaisha, posted the following announcement on its website* on October 2, 2010:

Regarding media coverage about the withdrawal of the ExxonMobil Japan Group from its Japan retail business that appeared on October 1, 2010: these reports are incorrect. None of these reports are based on statements by ExxonMobil.

The ExxonMobil Japan Group continually and rigorously assesses its business portfolio to look for innovative opportunities to improve efficiency and ensure the long-term resiliency of its retail business.

The business policy of the ExxonMobil Japan Group, which stresses efficiency and a long-term vision, has been developed during more than 117 years of doing business in Japan.

In accordance with this policy, we are exploring some new initiatives in the Kyushu market including changes in ownership of some ExxonMobil-brand service stations through the sale of a small number of Kyushu company-owned retail sites.

The ExxonMobil Japan Group continues to support its nationwide retail business to ensure competitiveness in the Japan market with new initiatives. These include expanding the Express self-service format, which has been out-performing others in the market, and the expansion of the Seven-Eleven alliances, which include 35 stores to date. The ExxonMobil Japan Group believes that the implementation of these initiatives will strengthen the profitability of its retail business for the benefit of both the ExxonMobil Japan Group and its Dealers.

* ExxonMobil Japan group website: www.exxonmobil.jp/

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