

July 17, 2012

EMG Marketing Godo Kaisha

Esso, Mobil, General and Seven-Eleven Run Joint Campaign

EMG Marketing Godo Kaisha (head office: Minato-ku, Tokyo; president: Takashi Hirose) and Seven-Eleven Japan Co., Ltd. (head office: Chiyoda-ku, Tokyo; president: Ryuichi Isaka) will run a joint campaign at Esso, Mobil and General service stations (SS) and Seven-Eleven stores nationwide beginning July 17, 2012.

Details are as follows.

1. All customers who spend more than 500 yen at any Seven-Eleven store will receive a coupon good for a discount per purchases of 20 liters or more of gasoline or diesel at Esso, Mobil, and General SS.
 - In the seven-day period from July 17 to 23, the above Seven-Eleven customers who settle their payment with "nanaco" will receive a 200-yen discount coupon for gasoline or diesel.
 - In the ten-day period from July 24 to August 2, the above Seven-Eleven customers will receive a 100-yen discount coupon for gasoline or diesel, regardless of his/her payment method.
2. Customers who purchase at least 5 liters or more of gasoline or diesel at Esso, Mobil, and General SS will receive a coupon entitling them to a free soft drink, candy or ice cream at Seven-Eleven stores. Discount coupons for popular products such as onigiri and bento will also be given away (for those with purchase amount of 1,185 yen and above can receive both coupons; otherwise the soft drink coupon will be applicable due to legal restrictions.)
3. The campaign will also award prizes to 1,550 people selected by lottery who pump their fuel at Esso, Mobil or General Express SS and hold a "nanaco" over the scanner.

Aimed at attracting new customers and encouraging repeat customers, the campaign is now in its seventh year, having first been run in 2006. Particularly this year, the campaign is enhanced with new features for "nanaco" members including 200-yen discount coupons for gasoline or diesel.

EMG Marketing Godo Kaisha and Seven-Eleven Japan Co., Ltd. conducted a business alliance contract in December 2003 for the joint development of convenience stores and self-serve stations located on the same premises.



[Coupon for free soft drink, candy, or ice cream at Seven-Eleven store
(photograph shows sample product)]



[Discount coupon for popular Seven-Eleven products
(non-receipt type)]

3. Summer WakuWaku Campaign for “nanaco” Members-Only

- Campaign Period: July 17 to August 31, 2012
- Eligibility: ① Those who hold their "nanaco" over a scanner and settle their payment by cash for a purchase of at least 20 liters of gasoline or diesel at Esso, Mobil and General Express self-service stations during the campaign period, or, ② those who settle their payment with "nanaco" at a Seven-Eleven store to make a purchase totaling 2,000 yen (including tax) more during the campaign period.
- Application: Register the necessary information, including the nanaco number, on the campaign site during the campaign period.

PC <http://www.sej.co.jp/cmp/nanacocmp1207.html>

Mobile <http://m.sej.co.jp/cmp/nanacocmp1207.html>

- Prizes:

Thirty A Prize	DUCATI, 20-inch folding bicycle
Twenty B Prize	Gopan, Panasonic Rice-Bread Cooker
Five hundred C Prize	1,000 nanaco points
One thousand Special Prize	(Eligible for those who have not won an A, B or C prize)

Winners will be awarded 1,000 nanaco points after being randomly selected from among those who meet the qualifications specified in ① and ②, above.



Contact details:

- EMG Marketing Godo Kaisha (Campaign Office): Tel: 0120-551-507
Availability: 9:30 to 17:30, July 17 to Aug. 31 2012 (excluding weekends)

[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.]

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