

October 1, 2012

TonenGeneral Sekiyu K.K.  
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## **The Use-As-You-Like Express Autumn Campaign Only at Express SS**

EMG Marketing Godo Kaisha (herein referred to as “the Company”; head office: Minato-ku, Tokyo; president: T. Hirose) of a TonenGeneral Group will hold the Use-As-You-Like Express Autumn Campaign starting on October 5, 2012. This is the seventh implementation of the campaign, which has been held in collaboration with different industries every year since spring 2009 to great customer acclaim. This year’s campaign features a tie-up with the jeans manufacturer EDWIN. The campaign will be held exclusively at Express SS to encourage repeat visits by regular customers and to promote new membership in Synergy Card and Speedpass as part of the company’s sales promotion policy. During the campaign, Express customers will be entered in a drawing for a chance to win original denim goods produced under the supervision of EDWIN.

The Company will continue its efforts to strengthen its brand value through the improvement of services at its SS as part of the social infrastructure.

### **Overview of the Use-As-You-Like Express Autumn Present Campaign**

#### **1. EMG Marketing and EDWIN Original Denim Present Campaign**

- Campaign period: October 5 – November 4, 2012
- Participating SS: Approx. 920 SS\* nationwide
- Eligibility: Purchase of at least 20 liters of gasoline or diesel on a single visit
- Prizes: The following original denim goods
  - Merchandise: Original denim cushion and blanket (13,800 winners selected by drawing)
  - W Chance prize: Original denim multi-use pouch (presented to all customers who collect three eligible receipts)

(actual merchandise may vary)



Denim cushion and blanket



Denim multi-use pouch

## 2. Original Denim Speedpass Case Present Campaign

- Campaign period: From October 5, 2012
- Participating SS: Approx. 920 Express SS\* nationwide
- Eligibility: The first 25 customers at each SS who join Synergy Card and Speedpass simultaneously (campaign ends when merchandise runs out)
- Present: Original denim Speedpass case (merchandise not produced in collaboration with EDWIN)

(actual merchandise may vary)



Denim Speedpass case

\* For a list of Express SS, please visit: <http://www.ssmapemg.jp/>

### Inquiries

Express Campaign Office (from October 5, 2012)

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

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

The TonenGeneral Group comprises TonenGeneral Sekiyu K.K. and its related companies and subsidiaries including EMG Marketing Godo Kaisha and Tonen Chemical Corporation. Elements of the Group began operations in Japan in 1893. With an emphasis on safety and the environment, the Group's operations are involved in all aspects of the supply chain, from crude export, refining and production to distribution and sales. We will continue to provide a stable supply of energy as we strive to be an energy company that moves Japan into the future. TonenGeneral Sekiyu is listed on the first section of the Tokyo Stock Exchange. For more information, see our website at [www.tonengeneral.co.jp](http://www.tonengeneral.co.jp).

*[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.]*