

April 5, 2013

EMG Marketing Godo Kaisha

**~Express Spring Present Campaign~**  
**Express × TOWER RECORDS**  
**Drive & Live**

TonenGeneral Group Company EMG Marketing Godo Kaisha (head office: Minato-ku, Tokyo; president: Takashi Hirose; “the Company” herein) will launch the Express Spring Present Campaign on April 5, 2013. The campaign is held in collaboration with companies from different industries. The current campaign features a tie-up with Tower Records under the theme “cars and music”. The campaign, which has been well-received by customers, is held exclusively at Esso, Mobil and General brand Express self-service SS as part of our sales promotion activities in an effort to gain new customers and encourage further use by existing customers. We will continue our efforts to strengthen our brand value by enhancing the services at our SS, an important part of the social infrastructure.

**Campaign overview**

Date: April 5 – May 12, 2013

Participating SS: Approximately 930 Express SS nationwide (to find an Express SS near you, please visit: <http://www.emg-ss.jp/ss-search/>)

Eligibility requirements: Purchase of at least 20 liters of gasoline or diesel on a single visit

Prize\*: Shoulder bag and T-shirt (set) (winners selected by drawing)

W Chance Prize\*: Original-design towel (while supplies last; presented to customers with three valid receipts)

\* Limited edition merchandise (see campaign website for details: <http://www.emg-ss.jp/campaign/tower/>)



Campaign poster

In addition, in a web exclusive, the access code printed on Express receipts for at least 20 liters of gasoline or diesel can be used during the campaign to access the specially-designed Hanauta website (<http://www.drive-live.jp>) for free downloads of "Cute Guys and Gals Humming". Get this audio download and imagine beautiful women and handsome men humming a tune in the passenger seat as you drive (audio only; available only from PC website).

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#### Media inquiries

Express Spring Present Campaign Office, Media Inquiries

Contact: Mr. Emoto    Tel: 090-6482-9854

#### Customer inquiries

Esso/Mobil/General Office

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

#### **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 <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.]*