

July 10, 2013

EMG Marketing Godo Kaisha
Seven-Eleven Japan Co., Ltd.

**Esso, Mobil, General and Seven-Eleven Hold Joint Summer Campaign
-- Gasoline/Diesel Great Deal Festival --**

TonenGeneral Group company 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) announce the joint implementation of the Gasoline/Diesel Great Deal Festival summer campaign starting July 16, 2013 at Esso, Mobil and General service stations ("SS"; some locations excluded) and Seven-Eleven stores nationwide.

In addition, the Double Point Campaign will be held for nanaco members, who can also participate in the nanaco Summer Thanks Festival to win great prizes.

■ **Joint summer campaign - the Gasoline/Diesel Great Deal Festival**

At Seven-Eleven stores

Description: With each purchase of 500 yen¹ or more at Seven-Eleven stores nationwide, customers will receive a discount coupon for gasoline or diesel valid at Esso, Mobil and General SS (one coupon per purchase of 20 liters or more).

Coupon distribution dates and types of coupons:

July 16 to July 22: With each of the above purchases at Seven-Eleven using nanaco, customers will receive a coupon for a 200-yen discount on gasoline or diesel.

July 23 to August 1: With each of the above purchases at Seven-Eleven, regardless of payment method, customers will receive a coupon for a 100-yen discount on gasoline or diesel.

Date of validity: July 16 – August 31

Exchange method/locations:

One coupon per purchase of 20 liters or more at Esso, Mobil and General SS² nationwide

¹ Does not include the following: purchases of postcards, postage stamps, revenue stamps and QUO cards; Internet shopping (except for alliance partners); utility payments.

- ² Does not include SS in Okinawa prefecture or SS that do not accept discount coupons.



Poster displayed at SS

At Esso, Mobil and General SS

Description: With the purchase of gasoline or diesel, customers will receive coupons for free merchandise and discounts on popular items at Seven-Eleven stores. Coupons distributed while supplies last.

Type of coupons: Coupons for free soft drinks, snacks and ice cream; coupons for discounts on onigiri, sandwiches and other popular items

Date of distribution: July 16 – August 6, 2013

Date of validity: July 16 – August 31, 2013 (coupons for free merchandise valid until August 4)

Locations where coupons can be exchanged:
Seven-Eleven stores nationwide

■ nanaco Summer Thanks Campaign

Double Point Campaign

Description: During the campaign period, two points per liter will be offered for cash purchases only of gasoline or diesel. Applies to customers who swipe their nanaco cards over the card reader before making purchases of gasoline or diesel at Esso, Mobil and General brand Express SS nationwide.

Campaign period: July 16 – August 31, 2013

Summer Special Campaign

Description: During the campaign period, the following customers will be entered in a drawing to win the prizes below.

- 1) Those who swipe their nanaco card over the card reader before making fuel purchases of 20 liters or more at Esso, Mobil and General brand Express SS (only cash purchases eligible)
- 2) Those who use their nanaco cards on purchases of 2000 yen or more at

Seven-Eleven stores (only cash purchases eligible)

Campaign period: July 16 – August 31, 2013

Prizes:

A	Panasonic Viera <i>wanseg</i>	30 winners
B	DeLonghi coffee maker	40 winners
C	Lourde massage cushion	40 winners
D	Nintendo 3DS LL	50 winners
E	nanaco gift (worth 500 yen)	1,840 winners

How to enter: Register your nanaco number and other information on the campaign website (<http://www.nanaco-net.jp>) during the campaign period.

Inquiries: EMG Marketing Godo Kaisha (campaign office) Tel: 0120-566-737

Open July 16 – August 31, 2013 9:30 a.m. to 5:30 p.m. (except Saturdays and Sundays)

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