

April 1, 2015

EMG Marketing Godo Kaisha

Express x HELLO KITTY Campaign

TonenGeneral Group company EMG Marketing Godo Kaisha (head office: Minato-ku, Tokyo; president: Takashi Hirose) announces the implementation of a campaign in collaboration with HELLO KITTY, a popular character of Sanrio Company, Ltd. (head office: Shinagawa-ku, Tokyo; president chief executive officer: Shintaro Tsuji) beginning April 10, 2015.

Collaboration with HELLO KITTY, begun last year at our Express self-service stations nationwide, has been favorably received by our customers. We aim to further increase customer satisfaction with this campaign, in which we will once again offer HELLO KITTY collaboration goods.



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Campaign overview

Name: Express x HELLO KITTY Campaign
Location: Approximately 1100 Express self-service stations nationwide
Express service station locations: <http://www.emg-ss.jp/ss-search/>
Campaign period: April 10 - May 10, 2015

Customers will receive one campaign coupon with each purchase of 20 liters or more of gasoline or diesel at Express self-service service stations using the Synergy Card, Speedpass, nanaco or the EMG

corporate credit card. The HELLO KITTY stationery set pictured below will be offered in exchange for three campaign coupons.



A4-size file folder



A4-size notebook



Stickers



Pouch

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About the TonenGeneral Group and EMG Marketing Godo Kaisha

The TonenGeneral Group, comprising TonenGeneral Sekiyu K.K. and its related companies and subsidiaries including EMG Marketing Godo Kaisha, is primarily engaged in the petroleum and petrochemical businesses. Under our three brands, Esso, Mobil and General, 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, please visit our website at www.tonengeneral.co.jp.

About Express

Express is operated under the concept of providing the quickest, easiest refueling service in the cleanest, most comfortable facilities. In order to further advance this brand value, we continuously strive to enhance both the technical and customer-oriented aspects of our services by strengthening our sales promotion programs, enhancing our customer services, ensuring the cleanliness of our SS, and other efforts. Visit our website at <http://www.emg-ss.jp/brand/express/>

Media inquiries

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Customer inquiries

Esso, Mobil, General Administrative Office

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