

February 28, 2013
EMG Marketing Godo Kaisha

~Did You Know??~

Advanced payment tool from Esso, Mobil and General brand Express self-service stations makes its official debut on March 15

The Know-It-All Contest begins March 1 on Express website!

TonenGeneral Group company EMG Marketing Godo Kaisha (head office: Minato-ku, Tokyo; president: Takashi Hirose; "EMG Marketing" herein) will begin the nationwide rollout campaign of its new payment tool Speedpass plus on March 15. Speedpass plus allows quick and easy payment at Express stations with a single swipe over the specially-designed screens on Express fuel pumps, while the QUICPay™ function embedded in the device also enables payment at convenience stores, restaurants and many other venues.

In anticipation of the nationwide rollout, the Know-It-All Contest will be held on a special website beginning March 1, 2013. Before the official debut of Speedpass plus, visitors to the website can send in humorous "know-it-all" responses to questions about Speedpass plus functions and uses. Contributors of the most unique responses will be entered in a drawing in which 30 people will win a Kindle Paperwhite touchscreen e-reader or a 1,500-yen Amazon gift certificate. The winners' responses will be posted on a special website after the conclusion of the contest.

In addition to the Know-It-All Contest, EMG Marketing is planning various campaigns at its Express stations to introduce customers to Speedpass plus.

Find the Know-It-All Contest on this website: <http://shitteru.self-express.jp>
(available from 10:00 a.m. on March 1, 2013)



The Know-It-All Contest

■ Title: ~Did You Know??~

The Know-It-All Contest, held at Esso, Mobil and General brand Express self-service stations!

■ Description: Entrants fill in the required information. Thirty winners will be selected from among the respondents by drawing to win great prizes.

■ Response acceptance period: March 1 - March 14, 2013

■ Inquiries

Customers

The Know-It-All Contest Administrative Office

emg_shitteru@softrock.co.jp

Hours: 10:00 a.m. - 6:00 p.m. (closed Saturdays, Sundays and holidays)

Press

The Know-It-All Contest Administrative Office Press Contact

Mr. Emoto TEL: 090-6482-9854

■ Qualifications

Entrants will be required to provide personal information on the response form.

- There is no limit to the number of responses that may be submitted by each entrant.
- Winners will be eligible for only one prize.
- Persons involved in implementation of the contest and other related parties are not eligible.

■ Contest entry

Access the website below to enter the contest.

URL: <http://shitteru.self-express.jp>

Responses may be submitted after filling in the required information on the entry form.

- Responses will be posted on a special website after review by the Administrative Office.

- It may take 2-3 days to post responses on the special website.

■ Prizes

Grand prize: Kindle Paperwhite (5 winners)

Second prize: 1,500-yen Amazon gift card (25 winners)

- Prizes provided by Amazon.com, Inc. Amazon.com, Inc. is not a sponsor of the contest.
- Kindle Paperwhite is a trademark of Amazon.com, Inc. or its affiliates.
- Amazon Gift Card is a trademark of Amazon.com, Inc. or its affiliates.

■ Announcement of winners

- Winners will be notified by e-mail by the contest Administrative Office. Winners may not choose their prizes.
- Prizes will be sent to winners in early April.
- Winners' responses will be posted on a special website after the conclusion of the contest.
- Inquiries regarding the shipping of prizes will not be accepted.
- Delays in contacting the winners and the shipping of prizes may occur.

■ Note

- The website may be accessed only by PC or smartphone.
- Responses will be posted on a special website after review by the contest Administrative Office.
- It may take 2-3 days to post responses on the special website.
- Entries with missing or falsified information will be ineligible.
- Winners to whom prizes cannot be sent due to unknown address, etc., will be rendered ineligible.
- Contest rules and prizes may be changed without prior notice.
- Prizes may not be exchanged or returned, and may not be exchanged for cash.
- The right to receive prizes applies only to winners and may not be transferred to a third party or exchanged for cash.
- Any fees for contest entry, etc., will be paid by the entrant.

Handling of personal information

Information collected through contest entry will be used by EMG Marketing for the following purposes: 1) processing of contest entry and drawing; shipment of prizes; 2) contacting entrants if necessary; 3) disclosure of personal information if requested by entrant. Handling of personal information may be commissioned to external parties when necessary. For inquiries regarding the notification, disclosure, revision of or additions to objectives of use; or suspension of use of personal information, please contact emg_shitteru@softrock.co.jp. Responses to inquiries will be made upon confirmation of identity. For more information about the handling of personal information, please visit the following website: <http://www.self-express.jp/policy/index.html>

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 .

[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.]