

April 18, 2014

EMG Marketing Godo Kaisha

### **Express and McDonald's Implement Joint Campaign**

TonenGeneral Group company EMG Marketing Godo Kaisha (head office: Minato-ku, Tokyo; president: Takashi Hirose; "EMG Marketing" herein) announces the implementation of the Happy Live Campaign at its Esso-, Mobil- and General-brand Express self-service stations nationwide in conjunction with McDonald's Company (Japan), Ltd. (head office: Shinjuku-ku, Tokyo; representative director and president: Sarah L. Casanova) beginning April 26, 2014.

This spring, when many families take to the roads for leisure activities, as a service and sales promotion initiative, special discounts will be offered to drivers who use our Express self-service stations and McDonald's drive thru services.

EMG Marketing will continue to strengthen its brand value by enhancing the services at its service stations.

#### Campaign overview

- McDonald's discount coupons distributed at Express stations nationwide (including some non-Express stations in Hokkaido).
  - ✓ Distribution period: April 26-May 11, 2014
  - ✓ Customers receive coupons with gasoline and diesel purchases of 10 liters or more.
  - ✓ Coupons accepted at McDonald's stores until June 8, 2014.
    - Coupons applicable to merchandise pictured below. Coupon acceptance period varies according to merchandise.
    - Coupons not accepted at some locations.
    - Coupons distributed while supplies last.
  
- **Discount coupons for gasoline and diesel distributed at McDonald's drive-thrus nationwide**
  - ✓ Distribution period: April 26-May 11, 2014
  - ✓ Gasoline/diesel discount coupons accepted at Express stations (including some non-Express stations in Hokkaido) until May 31, 2014.

- ✓ Coupon good for a 100-yen discount on gasoline or diesel purchases of 20 liters or more. Coupon must be presented before fill-up. One discount per visit.
  - Coupons distributed while supplies last.
  - Only one coupon may be used per purchase. May not be used in combination with other discount coupons.
  - Coupons not accepted at some locations. Coupons not accepted at some locations at night.

Campaign website: URL : <http://www.emg-ss.jp/campaign/mcd/>

McDonald's coupon merchandise

		
<b>アボカドビーフ</b>	<b>マックフロート</b> (ベリーミックス/キウイ/パイナップル)	<b>マックフライ ポテトL</b>
<b>¥299</b> (税込) <b>5/16</b> (日) まで有効	<b>¥249</b> (税込) <b>5/18</b> (日) まで有効	<b>¥195</b> (税込) <b>6/8</b> (日) まで有効
<b>Avocado beef sandwich</b>	<b>McFloat</b>	<b>McFries (large)</b>

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Inquiries

Customer inquiries: Campaign office, tel: 0120-097-121

Date of operation: April 26-May 31, 2014

Hours: 9:30-11:45, 12:45-17:00 (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. 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 purchase, transshipping, 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) .

### **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/>