

September 29, 2014

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

Esso, Mobil, General and Seven-Eleven Hold Autumn Joint Campaign

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) will hold the Autumn Joint Campaign at Esso, Mobil and General service stations ("SS" herein) nationwide (some locations excluded) and Seven-Eleven stores nationwide (some locations excluded) beginning October 10. Details of the campaign are as follows.

Overview of Autumn Joint Campaign

■ At Seven-Eleven stores nationwide

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

Coupon distribution period: October 17 - 26, 2014

Coupon redemption period: October 17 - November 24, 2014

Redemption locations and conditions:

One discount coupon may be used per purchase of 20 liters or more of gasoline or diesel at Esso, Mobil and General SS nationwide**.

* Does not apply to the following purchases and payments: the purchase of postcards, postage stamps, revenue stamps or QUO Cards; internet shopping (except purchases from business partners); and utility payments. Other purchases and payments may also be excluded.

** Excluding SS in Okinawa prefecture and those that do not accept gasoline and diesel discount coupons

■ At Esso, Mobil and General SS nationwide

Description: With the purchase of five liters or more of gasoline or diesel, customers will receive a Seven Café gift coupon and a Seven Café discount coupon for use at Seven-Eleven stores nationwide. Coupons distributed at each site while supplies last.

Coupon distribution period: October 10 - November 3, 2014 (Gift coupons presented to the first 2 million customers.)

Coupon redemption period: October 10 - 31, 2014 (gift coupons)

October 10 - November 24, 2014 (discount coupons)

Redemption locations: Seven-Eleven stores nationwide



SS poster

■ nanaco 200-point giveaway

Description: From October 10 to 16, 2014, customers making purchases of 500 yen or more (including tax) using the nanaco card at Seven-Eleven stores nationwide will receive 200 nanaco points by passing the nanaco card over the card reader with the cash purchase of 20 liters or more of gasoline or diesel at Esso, Mobil and General SS nationwide* from October 10 to November 24, 2014 (once per customer during the campaign period).

■ nanaco double point campaign

Description: From October 10 to November 24, 2014, customers will receive two nanaco points per liter (normally one point per liter) by passing their nanaco card over the card reader with the cash purchase of gasoline or diesel at Esso, Mobil and General SS*.

* Valid only at SS where nanaco points can be used. nanaco points may not be used for payment.

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Customer inquiries: EMG Marketing Godo Kaisha (campaign office)

Phone: 0120-159-156

Date of operation: October 10 - November 24, 2014

Hours: 9:30 a.m. - 5:30 p.m. (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. 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, transshipment, refining and production to distribution and sales. 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, see our website at www.tonengeneral.co.jp.