

February 28, 2013

EMG Marketing Godo Kaisha

Quick Payment at Express SS and Many Other Sites! -- Speedpass plus Introductory Campaign -- Starting March 15 at Express SS Nationwide¹

TonenGeneral Group company EMG Marketing Godo Kaisha (head office: Minato-ku, Tokyo; president: Takashi Hirose; "EMG Marketing" herein) will conduct campaigns beginning on March 15 at its Esso, Mobil and General brand Express self-service stations to commemorate the rollout of its new payment device, Speedpass+ ("Speedpass plus").

Speedpass plus is an advanced payment tool that can be used for payment at Express SS. The QUICPay™ function embedded in the device also enables payment at convenience stores, restaurants and many other venues. Regional introduction of Speedpass plus began in November 2012 and will be completed by March 15, 2013. Commemorative events will be held including the offer of merchandise to new members and a cash-back campaign for Speedpass plus users at Express SS.

1) Get limited-edition merchandise!! Synergy Card & Speedpass plus New Member Campaign

At Express SS, customers who join Synergy Card and Speedpass plus simultaneously will receive an original charm key ring.

Campaign period: March 15 - April 4, 2013

Eligibility: Customers who join Synergy Card and Speedpass plus simultaneously (the Synergy Corporate Card, the Corporate Card and the Corporate Card Plus are excluded from the campaign)

Merchandise: Speedpass plus original charm key ring (while supplies last)



Original charm key ring

2) 3,000 Yen Cash-Back Campaign! Use Speedpass plus for a chance to get cash back! 3,000 lucky winners!

During the campaign periods below, customers making purchases of at least 5,000 yen (including tax) with Speedpass plus will be entered in a drawing for 3,000 yen cash back.

Campaign periods: 1. March 15 - April 30, 2013
2. May 1 - May 31, 2013
3. June 1 - June 30, 2013

Eligible: Customers making purchases of at least 5,000 yen (including tax) using Speedpass plus during the campaign periods above (1,000 winners respectively)

Description: Drawings will be automatically held for all Speedpass plus members who make purchases of at least 5,000yen using Speedpass plus during the campaign periods. No entry procedures required. In addition to purchases at Express SS, purchases made at QUICPay™ member sites are also eligible.

Award: 3,000 yen cash back for total 3,000 customers
Winners will receive a 3,000-yen credit, which to be shown on their credit card statement approximately three months after the end of the campaign in which the award was received (may vary depending on type of credit card).

Campaign posters



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Currently, the EMG Synergy Card (issued by JCB Co., Ltd. and Mitsubishi UFJ Nicos Co., Ltd.) can be registered with Speedpass plus. Personal credit cards issued by JCB Co., Ltd., and credit cards issued by Toyota Finance Corporation and Seven Card Service Co., Ltd. are planned for registration in the future (some cards excluded). EMG Marketing will continue to add credit cards that can be registered with Speedpass plus. We are aiming for 1.5 million new Speedpass plus members within five years after introduction.

Click the link below to find the Esso, Mobil or General brand Express SS nearest you.
<http://www.ssmapemg.jp>

¹ Some SS excluded

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.]