

October 16, 2013

EMG Marketing Godo Kaisha

2013 Express Autumn Campaign

Express and “Lupin III vs. Detective Conan – The Movie” Secret Treasure Hunt Campaign!

TonenGeneral Group company EMG Marketing Godo Kaisha (head office: Minato-ku, Tokyo; president: Takashi Hirose; “EMGM” herein) will implement its Express Autumn Campaign as follows starting October 18, 2013.

The campaign features a tie-up between EMGM’s Express brand, the self-service station brand, and the animated feature “Lupin III vs. Detective Conan – The Movie”, scheduled for nationwide release on December 7. Through this tie-up with a movie that features Lupin the Third and Detective Conan, characters popular with audiences of all ages, EMGM is focusing on the family demographic, hoping to encourage repeat visits to Express SS and attract new customers.



Campaign Overview

Rollout at approximately 950 Express self-service SS nationwide

Campaign name: Express and “Lupin III vs. Detective Conan – The Movie” Secret Treasure Hunt! Campaign

Campaign period: October 18 - November 17, 2013

Find an Express SS near you: <http://www.emg-ss.jp/ss-search/>

① **Get a free limited-edition mug with three fuel purchases of 20L or more!**

Customers will receive a gift coupon with each purchase of 20L or more of gasoline or diesel. Collect three coupons to exchange for a limited-edition mug!

Customers who join Speedpass or Speedpass Plus during the campaign period will also receive a free mug.



② **Take the Solve the Mystery Quiz and enter a drawing to win free movie tickets!**

A Solve the Mystery Quiz website (<http://emg-lupicona.jp/>) will be open during the campaign period. Access the website and take the quiz to enter a drawing in which 500 winners will be selected to receive a pair of tickets (one adult, one child) to “Lupin III vs. Detective Conan – The Movie”.



In addition, those who clear all the stages of the Solve the Mystery Quiz will be entered in a drawing in which 20 winners will be selected to win a limited-edition mug signed by Lupin voice actor Kanichi Kurita and Conan voice actor Minami Takayama.

Tie-up Movie



“Lupin III vs. Detective Conan – The Movie”

Lupin III and Conan Edogawa. The popular characters first appeared together in a TV special aired in 2009. The show enjoyed a tremendous response from viewers, eager to see Lupin and Conan on the same screen, and earned high ratings. Now the duo’s long-awaited second collaboration, featuring a completely original story, has finally arrived. Viewers will be thrilled by Lupin’s brilliant burglary techniques and Conan’s amazing powers of deduction as they square off once again.

The long-awaited face-off between Japan’s two favorite heroes, the master thief Lupin III and the brilliant detective Conan Edogawa, begins December 7, 2013. Don’t miss it!

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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 .

About Express

Express operates 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/express/>

Media inquiries

Express Campaign Office

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Customer inquiries

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