

July 15, 2014

EMG Marketing Godo Kaisha

Express x HELLO KITTY Joint Summer Campaign

TonenGeneral Group company EMG Marketing Godo Kaisha (head office: Minato-ku, Tokyo; president: Takashi Hirose; "EMG Marketing" herein) announces the implementation of Summer Campaign with collaboration of "HELLO KITTY", a popular character of Sanrio Company, Ltd. (head office: Shinagawa-ku, Tokyo; president: Shintaro Tsuji; "Sanrio" herein) beginning July 18, 2014.

"HELLO KITTY" is Sanrio's famous character and this year commemorates its 40th anniversary since its birth in 1974, having popularity among wide age groups commencing with young and female.

EMG Marketing will provide "HELLO KITTY" collaboration products during the campaign period at our Express service stations nationwide as a sales promotion initiative and also as a means for new customer acquisition.



Campaign overview

Implement at approximate 1,000 Express self-service stations nationwide

Campaign Name: Express x HELLO KITTY Campaign

Campaign Period: July 18 (Friday) – August 17 (Sun)

*For Okinawa prefecture, the campaign will be conducted in autumn 2014

Service station search site: <http://ss-search.emg-ss.jp>

Customer will receive a scratch-off lottery ticket on gasoline or diesel purchase of 20 liters or more

- ① A "HELLO KITTY" large-sized bath towel will be awarded for a winning ticket
- ② Customer upon presenting three lottery tickets will be awarded a "HELLO KITTY" face towel



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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. 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 <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/>

Media Inquiries

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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, 12:45-18:00 (closed Saturdays, Sundays and holidays)