

Monthly Business Report in April, 2009

【Sales】

		Circle K Sunkus	
		Month	Year-to-date
Existing-stores	Average daily sales per store (thousand yen)	483	482
	Y-on-y (%)	3.1	3.1
	Average number of daily customer per store	845	832
	Y-on-y (%)	5.5	4.7
	Average purchase per customer (yen)	571	579
	Y-on-y (%)	-2.2	-1.5
Total chain stores	Y-on-y sales (%)	4.1	4.1
	Average daily sales per store (thousand yen)	480	479
	Y-on-y (%)	4.2	4.1

(Note) The figures shown in the sales table exclude area franchisers.

【Stores at the end of the month】

		Circle K Sunkus	
		Month	Year-to-date
Stores at Circle K Sunkus (Company-owned and franchised)	opened	14	24
	closed	7	41
	total	4,922	4,922
Stores at 13 area franchisers	opened	7	11
	closed	1	9
	total	1,229	1,229
Stores at Circle K Sunkus (Subtotal)		6,151	6,151
99 ICHIBA stores	opened	0	1
	closed	0	3
	total	59	59
Grand total number of stores		6,210	6,210

【Overview】

In April 2009, Circle K Sunkus launched original products tied with the popular film CROWS ZERO II for a limited two-week period from April 7. On March 31, the Company also rolled out the new *Wa No Dolce* series of Japanese desserts under the *Cherie Dolce* original dessert brand. As a consumer lifestyle support proposal, in April Circle K Sunkus began offering the *Genki Ouen Bento* series of 500 yen boxed lunches at a value-priced 380 yen. In addition, two original tea-based beverages and one original carbonated beverage went on sale at stores for 100 yen and 115 yen, respectively. Tobacco sales remained strong in stores due to the taspo card effect. As a result, existing store sales in April rose 3.1% year on year.

【 Product Details】(Note) Percentage figures in the following paragraphs represent year-on-year comparisons of sales per store.

- In April, the rice dish category saw the launch of the premium *Hokkaido Seafood No Mixed Fry Bento* (Hokkaido Deep-Fried Seafood Boxed Lunch; 498 yen), featuring fresh Hokkaido seafood, as well as strong sales of the aforementioned *Genki Ouen Bento* series of boxed lunches (380 yen). However, these factors were unable to drive an improvement in overall rice dish sales. In boxed lunches, the Company will continue to offer value-priced boxed lunches centered on the *Genki Ouen Bento* series, with a view to boosting customer footfall. In addition, new premium boxed lunches will go on sale at the end of every month, shortly after monthly pay days, in a bid to boost spending per customer.
- In the *Cherie Dolce* dessert selection, the Company unveiled the *Wa No Dolce* series, in addition to running *Cherie Dolce* TV commercials and advertisements in women's magazines. As a result, *Cherie Dolce* sales rose 6% year on year, with steady sales growth centered on Japanese sweets. In the rubetta pasta range, premium pasta dishes and large-serving pasta selections sold well. In addition, higher year-on-year sales were posted by countertop fast foods, supported by higher frankfurter sales. Meanwhile, the *Oishii Pan Seikatsu* original baked goods brand posted brisk sales of new products, but this was unable to lift overall sales in year-on-year terms.
- Ice cream sales rose by a sharp 7% year on year due to relatively high temperatures from early to mid-April. Meanwhile, the instant noodle category achieved higher year-on-year sales due to steady sales of original instant noodle products developed with input from a famous noodle shop, despite a temporary drop-off in sales due to the higher temperatures. Meanwhile, tobacco continued to sell strongly, increasing 34% year on year. Overall service category sales were also higher year on year, mainly due to steady sales from the *Net Preca* service. This was despite lackluster ticket sales reflecting the absence of the strong musical ticket sales recorded in April 2008.

【 Please Note 】

April 20, 2009 : Circle K Sunkus to Propose New Salad Choices

⇒ Circle K Sunkus is proposing new salad choices by offering a new salad selection that is rich in variety. From May 12, Circle K Sunkus will offer new salad choices such as *Furu Furu Style* (“shake-and-eat”) salads, which are shaken before eaten to allow the salad and dressing contents to mix, and *Maze Maze Style* (“stir-and-eat”) salads, which provide a balanced intake of a staple food, main entrée, and fresh vegetables in a single salad dish. Another salad choice is the best-selling *Motto Yasai Style* (“extra-volume”) salads.

April 24, 2009 : Circle K Sunkus and Group Company Sign Comprehensive Cooperation Agreement on Joint Business With Kagoshima Prefecture

⇒ Circle K Sunkus Co., Ltd., Minami-Kyushu Sunkus Co., Ltd. and Kagoshima Prefecture have signed a comprehensive cooperation agreement aimed at spurring regional revitalization in the prefecture.

April 27, 2009 : Circle K Sunkus and Group Companies Sign Comprehensive Partnership and Cooperation Agreement With Ehime Prefecture

⇒ Circle K Sunkus Co., Ltd., Circle K Shikoku Co., Ltd., Sunkus Nishi-Shikoku Co., Ltd., Ehime Prefecture and Ehime “Ai-Food” Promotion Organization have signed a five-way Comprehensive Partnership and Cooperation Agreement. In commemoration of the new comprehensive agreement, for a limited two-week period from April 28, Circle K Sunkus held the *Shimanami Kaido 10th Anniversary Fair* campaign at stores in the Shikoku area, offering products made from food ingredients produced locally in Ehime Prefecture.