

Monthly Business Report in November, 2009

【Sales】

		Circle K Sunkus	
		Month	Year-to-date
Existing-stores	Average daily sales per store (thousand yen)	458	484
	Y-on-y (%)	-9.4	-5.0
	Average number of daily customer per store	808	848
	Y-on-y (%)	-5.8	-2.5
	Average purchase per customer (yen)	566	570
	Y-on-y (%)	-3.9	-2.6
Total chain stores	Y-on-y sales (%)	-7.8	-3.8
	Average daily sales per store (thousand yen)	454	480
	Y-on-y (%)	-8.5	-3.9

(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	29	207
	closed	22	189
	total	4,957	
Stores at 13 area franchisers	opened	11	59
	closed	5	40
	total	1,246	
Stores at Circle K Sunkus (Subtotal)		6,203	
99 ICHIBA stores	opened	0	10
	closed	0	3
	total	68	
Grand total number of stores		6,271	

【Overview】

In November 2009, Circle K Sunkus held the Cherie Dolce 2nd Anniversary Fair to mark the second year since the birth of the *Cherie Dolce* original dessert brand. The Fair features prizes such as tickets to concerts by famous recording artists. To strengthen the brand power of *Cherie Dolce*, the *Cherie Dolce α (Cherie Dolce Alpha)* series of room-temperature baked and semi-fresh (*hannamagashi*) confectionery was newly added to the *Cherie Dolce* lineup. In the rice dish category, the Company held an all-¥100 rice ball sales campaign. As a result, rice-ball sales increased year on year during the sales campaign. Nevertheless, with sales remaining weak overall, existing store sales decreased 9.4% year on year.

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

- Overall rice dish sales remained weak in November, declining in year-on-year terms. However, because the aforementioned all- ¥100 rice ball sales campaign was held over the five-day period from November 20 to 24, rice dish sales were favorable during the sales campaign. In addition, the *Otegoro Bento* series of boxed lunches, which was launched in September to address low-price consumer preferences, continued to sell steadily throughout the month and performed well. At the same time, in the area of premium boxed lunches, *Butadon* (Pork Rice Bowl; ¥550), which was launched on November 26, has become a hit product, with sales reaching approximately 250,000 servings as quickly as after the first two weeks of sale. Going forward, Circle K Sunkus will continue to roll out one new premium boxed lunch every month.
- Turning to *Cherie Dolce* original desserts, Circle K Sunkus conducted the aforementioned Cherie Dolce 2nd Anniversary Fair. During the Fair, *Cherie Dolce* sales increased year on year, supported by strong sales of cup-type desserts such as *Tenshi no Tiramisu* (Angel's Tiramisu; ¥180). However, overall monthly *Cherie Dolce* sales were unable to surpass last year's level, because of strong sales generated by the 1st Anniversary Fair in the previous year. In terms of Chinese steamed buns, the Company enhanced the range of its mini-Chinese steamed bun series, such as *Takoyakiman* (Octopus-ball dumpling; ¥80 for one, ¥140 for two) and conducted an all- ¥20 sales campaign. However, Chinese steamed bun sales decreased year on year due to the impact of weather and other factors. Overall, countertop fast food sales were lackluster. Overall processed noodle sales decreased year on year as the boost in sales from the launch of the *therubetta* original pasta range ended after its first anniversary.
- In November, the earlier described *Cherie Dolce α (Cherie Dolce Alpha)* series of room-temperature baked and semi-fresh (*hannamagashi*) confectionery made a strong start. Ice cream sales were also firm thanks to brisk sales of new ice cream products. In the service category, the *Net Preca* service sales were favorable, but ticket sales languished in contrast to the strong concert ticket sales of the previous year. Beverage and general merchandise sales were also weak. Tobacco sales were down 6% year on year.

【 Please Note 】

November 4, 2009 : Circle K Sunkus Commences “Cherie Dolce Café Style” Trials

⇒ To enhance the brand image of *Cherie Dolce* original desserts, Circle K Sunkus created a trial-based, standing-only in-store dining area in the Sunkus Ginza Chuo Dori Store, which itself opened on November 4. The dining area is specially designed to reflect the brand values of Cherie Dolce. This store has also set up a special *Cherie Dolce* display area, offering trial sales of sweets available only at this particular store, in addition to standard *Cherie Dolce* desserts.

November 11, 2009 : Circle K Sunkus Begins Exchanging Edy Electronic Money for *KARUWAZA CLUB* Incentive Points

⇒ On December 1, Circle K Sunkus began exchanging Edy electronic money for *KARU Point* original incentive points provided to members of its *KARUWAZA CLUB* original membership club. Because *KARU Points* can be converted into Edy electronic money using *KARUWAZA STATION* in-store multimedia terminals, customers can immediately use the Edy electronic money they receive for shopping in stores.

November 16, 2009 : Circle K Sunkus Launches “Bank Time” ATM Services at Stores in Hokkaido

⇒ Circle K Sunkus has launched “Bank Time” ATM services at stores in Hokkaido from November 18. Resona Bank, Ltd. is the principal bank for these “Bank Time” ATM services. Furthermore, in autumn 2011, Circle K Sunkus plans to begin a new joint ATM service with both The Hokkaido Bank, Ltd. and Resona Bank participating as the principal banks.

Circle K Sunkus plans to announce third-quarter results for fiscal 2010 at 11:00 am on December 29, 2009 (Tuesday). The earnings report (*Kessan Tanshin*) and supplemental financial information will be posted the same day in the IR Library section of the Company's website.