

Monthly Business Report in October, 2009

【Sales】

		Circle K Sunkus	
		Month	Year-to-date
Existing-stores	Average daily sales per store (thousand yen)	475	487
	Y-on-y (%)	-7.7	-4.4
	Average number of daily customer per store	840	853
	Y-on-y (%)	-6.2	-2.2
	Average purchase per customer (yen)	565	571
	Y-on-y (%)	-1.7	-2.2
Total chain stores	Y-on-y sales (%)	-6.4	-3.3
	Average daily sales per store (thousand yen)	472	484
	Y-on-y (%)	-6.7	-3.4

(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	32	178
	closed	19	167
	total	4,950	
Stores at 13 area franchisers	opened	9	48
	closed	5	35
	total	1,240	
Stores at Circle K Sunkus (Subtotal)		6,190	
99 ICHIBA stores	opened	1	10
	closed	0	3
	total	68	
Grand total number of stores		6,258	

【Overview】

In October 2009, Circle K Sunkus commemorated the first anniversary of the launch of the *rubetta* original pasta range with the relaunch of products made with only the finest pasta, sauces, and ingredients, and the roll-out of new pasta dishes such as a limited-time offering of premium pasta dishes, and autumn/winter pasta selections. In addition, in the processed noodles category, the new *Atsumen* series of hot noodles, which went on sale in October, recorded strong sales. Another strong performer was the *Otegoro Bento* series of boxed lunches, which was launched in September. However, fast food sales remained weak on the whole, and these efforts were unable to drive an overall improvement in fast food sales. Tobacco sales decreased 6% year on year after the boost in sales from the introduction of taspo card systems ended a full year after their introduction. Consequently, existing store sales decreased 7.7% year on year.

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

- In October, Circle K Sunkus recorded higher unit sales of boxed lunches than in the previous month due to continuing strong sales of the *Otegoro Bento* series. This series was launched in September in response to increasingly stronger low-price preferences of consumers. Combined with robust sales of the premium *Stewed Hamburger Bento* (Stewed Hamburger Steak Boxed Lunch; 555 yen), boxed lunch sales showed signs of improvement. However, overall rice dish sales decreased year on year because of weak sushi sales, coming off a boost in sales from a popular product in October 2008, as well as lackluster rice ball sales.
- The *Oishii Pan Seikatsu* original baked goods brand saw the launch of four new items, including *French Cruller* (Whipped Cream & Custard) (126 yen), in a move to enhance the doughnut series. Consequently, overall original baked goods sales improved in October over the previous month. The *Cherie Dolce* original dessert selection recorded strong sales of *Kiwami No Cheesecake* (198 yen) and easy-to-eat desserts. Meanwhile, overall processed noodle sales decreased year on year as the boost in sales from the launch of the *rubetta* original pasta range ended after its first anniversary. This was despite the aforementioned strong sales of the *Atsumen* series of hot noodles.
- In October, overall ticket sales continued to grow significantly due to healthy overall Ticket PIA sales, as well as strong sales of tickets to professional baseball games (Climax Series and Japan Series). Together with growth in sales from the *Net Preca* service, overall service category sales were higher year on year. On the other hand, beverage, processed food and general merchandise sales were weak, decreasing year on year.

【 Please Note 】

October 7, 2009 : Circle K Sunkus Launches “Bank Time” ATM Services at Stores in Toyama Prefecture

⇒ Circle K Sunkus has successively launched “Bank Time” ATM services at stores in Toyama Prefecture from October 13. The Hokuriku Bank, Ltd. and Resona Bank, Ltd. are the principal banks for “Bank Time” ATM services.

October 21, 2009 : Circle K Sunkus Commences Application Filing Services for Various Examinations Via KARUWAZA STATION In-store Multimedia Terminals

⇒ From October 26, Circle K Sunkus has begun phasing in the start of application filing services for various examinations via *KARUWAZA STATION* in-store multimedia terminals. Examinations covered include the Geography Proficiency Test and the Japan Kanji Proficiency Test (*Kanji Kentei*).

October 30, 2009 : Circle K Sunkus Holds Second Anniversary Fair for *Cherie Dolce* Original Desserts

⇒ From November 5, Circle K Sunkus has 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 a prize campaign that offers customers purchasing *Cherie Dolce* desserts the chance to win original “Cherie Dolce x Hello Kitty” tie-up merchandise as well as concert tickets to the *Cherie Dolce* Super LIVE event starring famous recording artists.

Circle K Sunkus plans to announce third-quarter results for fiscal 2010 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.