

Monthly Business Report in March, 2009

【Sales】

		Circle K Sunkus	
		Month	Year-to-date
Existing-stores	Average daily sales per store (thousand yen)	481	481
	Y-on-y (%)	3.0	3.0
	Average number of daily customer per store	820	820
	Y-on-y (%)	3.9	3.9
	Average purchase per customer (yen)	586	586
	Y-on-y (%)	-1.0	-1.0
Total chain stores	Y-on-y sales (%)	4.1	4.1
	Average daily sales per store (thousand yen)	477	477
	Y-on-y (%)	4.0	4.0

(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	10	10
	closed	34	34
	total	4,915	
Stores at 13 area franchisers	opened	4	4
	closed	8	8
	total	1,223	
Stores at Circle K Sunkus (Subtotal)		6,138	
99 ICHIBA stores	opened	1	1
	closed	3	3
	total	59	
Grand total number of stores		6,197	

【Overview】

In March 2009, Circle K Sunkus strove to enhance and refine its three core brands. We added chilled pasta to our original *rubetta* pasta range, as a new product line for the spring and summer seasons, and launched the Fine Doughnut series under *Oishii Pan Seikatsu* original baked goods. In the *Cherie Dolce* original dessert selection, Circle K Sunkus held a weekly *KARUWAZA Discount* campaign every Friday and Saturday from February 6 to March 28. The campaign offered a ¥20 discount on every purchase of any *Cherie Dolce* brand original dessert using a *KARUWAZA CLUB* card. In addition to these three core brands, tobacco sales remained strong in stores due to the *taspo* card effect. As a result, existing store sales in March rose 3.0% year on year.

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

- In March, the rice dish category saw the launch of the high-value-added *Nagasaki-san Saba No Shioyaki Bento* (Salt-Broiled Mackerel Filet Boxed Lunch; ¥450), as well as steady growth in sales of sushi rolls, where new selections went on sale every week. However, these factors were unable to drive an improvement in overall rice dish sales, leading to lackluster results. From April, as a consumer lifestyle support proposal, Circle K Sunkus is offering both the *Genki Ouen Bento* series of ¥500 boxed lunches at the discounted a value-priced of ¥380, and high-value-added premium boxed lunches made with the finest food preparation methods and materials. With these product offerings, we seek to cater for the increasingly dual nature of consumer needs, while ultimately boosting overall rice dish orders and sales.
- In the *rubetta* pasta range, we introduced a new pasta category with the launch of chilled pasta, and relaunched the pasta containers and certain sauces. Supported by steady growth in sales of best-selling pasta dishes and large-serving pasta selections, rubetta sales were higher than in the previous year. In the *Cherie Dolce* dessert selection, new desserts featuring rich textures, such as *Katayaki Nokou Custard Shu Cream* (Crisp & Rich Custard Cream Puff; ¥120), performed well. Helped also by a boost from the *KARUWAZA Discount* campaign, *Cherie Dolce* sales rose 13% year on year. In addition, higher year-on-year sales were posted by countertop fast foods, centered on frankfurters, as well as sandwiches and other products.
- Tobacco continued to sell strongly, increasing 34% year on year. Ticket sales were also brisk, especially tickets for concerts by popular artists and for sports events like professional baseball games. Multi-use copy machines are also generating higher daily sales per store. Installation of these terminals was completed at all stores in the past fiscal year. Meanwhile, lackluster sales were posted mainly by soft drinks and daily merchandise.

【 Please Note 】

March 13, 2009 : Launch of Original High-value-added +KACHIAL Brand Developed With the Rest of the UNY Group

⇒ UNY Co., Ltd. and Circle K Sunkus have launched an original brand developed with the rest of the UNY Group called +KACHIAL. By maximizing synergies in product procurement and development capabilities throughout the UNY Group, Circle K Sunkus intends to provide customers with even higher value-added

March 16, 2009 : Circle K Sunkus Signs Comprehensive Partnership and Cooperation Agreement With Shizuoka Prefecture

⇒ Circle K Sunkus and Shizuoka Prefecture have signed a Comprehensive Partnership and Cooperation Agreement. In commemoration of the new comprehensive agreement, for a limited two-week period from March 17, 2009 Circle K Sunkus held the *Shizuoka No Aji Wo Motto!* campaign at stores in Shizuoka Prefecture, offering products made from food ingredients produced locally in the prefecture.

March 24, 2009 : Launch of *Wa No Dolce* (Japanese Dessert) Series!

⇒ On March 31, 2009, Circle K Sunkus launched the new *Wa No Dolce* series of Japanese desserts under the *Cherie Dolce* original dessert brand. Looking ahead, Circle K Sunkus will continue to market the *Wa No Dolce* series as a new dessert line that expands the international scope of the *Cherie Dolce* dessert selection.

• On April 9, 2009, Circle K Sunkus announced operating results for the fiscal year ended February 28, 2009. Circle K Sunkus has posted its earnings report (*Kessan Tanshin*) and supplemental financial information on the IR Library section of its website. Presentation materials used at Circle K Sunkus' earnings presentation conference for analysts, which was held on April 13, 2009, have also been posted.

• Effective from the March 2009 monthly business report, the Company will provide disclosure of information under the unified "Circle K Sunkus" category only, following the unification of franchise agreements for Circle K and Sunkus in November 2008. Information for Circle K and Sunkus will no longer be disclosed separately.