

I would like to take this opportunity to wish everyone a Happy New Year for 2008!



Since my appointment as president in May 2007, we have been working to achieve far-reaching improvements in quality and reinforce sales capabilities so as to create a new Circle K Sunkus. But further quality improvements are crucial to remaining competitive in our challenging business environment. Accordingly, we will maintain our strategy of pursuing quality in every aspect of our operations in 2008. I would also like to reaffirm my commitment to realizing our corporate vision for making Circle K Sunkus a “Truly Exciting (WAKU WAKU) Enterprise.” We will do this by continuing to embrace new challenges, by providing better products and services, and by implementing a host of exciting sales campaigns and promotions. We need to convince our customers that there is indeed something very different—and very enjoyable—about shopping at Circle K and Sunkus stores.

I constantly encourage employees and franchisees to hold high aspirations on the job. My own aspiration—and aim—is to break from past ways of doing things to reinvent convenience stores. The convenience store sector faces an increasingly challenging business environment not only because of intensifying competition, but also because it must satisfy diversifying customer needs. Sustained growth is impossible unless we do things differently than in the past. That is why we must go back to the drawing board and constantly come up with new ideas to meet the challenges before us. I see 2008 as a year for Circle K Sunkus to fully act on this principle and deliver results. Employees and franchisees of Circle K Sunkus will work as one to enhance Circle K Sunkus’ brand value in many ways. In this sense, I’m convinced that 2008 will be an extremely important year for Circle K Sunkus.

I look forward to your support and understanding once again in 2008, and your continued assistance with regard to Circle K and Sunkus stores.

In closing, I would like to wish the best for all of you in 2008.

January 1, 2008

*Motohiko Nakamura*

Motohiko Nakamura, President