

NEWS RELEASE**FOR IMMEDIATE RELEASE****November 26, 2007**

Nippon Television Network, SEVEN & i Holdings Co., Ltd., and Dentsu Inc. Agree on Establishment of “NittleSeven”- Next Generation Shopping Portal Project Company

Nippon Television Network Corporation (hereinafter referred to as NTV/ Shintaro Kubo, President/ Head Office, Minato-ku, Tokyo), **SEVEN & i Holdings Co., Ltd.** (hereinafter referred to as SEVEN & i HLDGS./ Noritoshi Murata, President and Chief Operating Officer/ Head Office, Chiyoda-ku, Tokyo), and **Dentsu Inc.** (hereinafter referred to as Dentsu/ Tatsuyoshi Takashima, President & COO/ Head Office, Minato-ku, Tokyo) have reached agreement today on the establishment of **NittleSeven Co., Ltd.** (hereinafter referred to as NittleSeven), a completely new next-generation shopping portal site for connecting TV, the Internet and retail businesses together under the united concept of the **integration of media and consumption**. NittleSeven, the new company, will be established in December 2007 in cooperation with **Seven-Eleven Japan Co., Ltd.** (hereinafter referred to as Seven-Eleven Japan), **Ito-Yokado Co., Ltd.** (hereinafter referred to as Ito-Yokado), and **Seven and Y Corp.** (hereinafter referred to as Seven and Y) in addition to the above-mentioned three companies, and is scheduled to begin operations from April 2008.

1. What is NittleSeven?

NittleSeven is a company operating a completely new shopping portal site (e-mall) interlocking TV, the Internet and retail distributors.

The shopping portal market has been growing energetically. NittleSeven will enter this market backed by the media experience and planning ability that the collaborating corporations bring to this project. The new company, which integrates the Internet and retail businesses centering on TV programs, is very unique.

NittleSeven's key phrase is **The Integration of Media and Consumption**. We are integrating and concentrating the assets and know-how of the television, retail, advertising and marketing businesses that this partnership brings to the new company. This new company brings together the power of television, the media that has the greatest potential for consumer exposure, with the product development, electronic commerce and on-site sales experience of SEVEN & i

HLDGS, and the specialized know-how in marketing and advertising of Dentsu to create new program viewing and product purchase styles, and develop new sales and communication markets that have never existed before.

2. Overview of new company

Name of the company: NitteleSeven Co., Ltd.

Capital fund: 480 million yen

Number of authorized shares: 9,600

President: Yoshihiro Yamane (currently Vice President at NTV Group Holdings)

Foundation: Early December 2007

Full-scale operations scheduled to begin in April 2008

Shareholder composition: listed in no particular order

NTV (51%)

SEVEN & i HLDGS. (20%)

Seven-Eleven Japan (5%)

Ito-Yokado (5%)

Seven and Y (5%)

Dentsu (14%)

3. Major businesses

NitteleSeven develops the following three major businesses by developing products and planning program content that increase the satisfaction levels of both viewing audiences and consumers at the same time.

(1) Shopping portal business

A shopping portal site will be launched which closely interlocks programs broadcast on NTV with the electronic commerce sites of a wide variety of companies, including the group companies of NTV and SEVEN & i HLDGS.

(2) Product development business

Original products linked with NTV programming will be planned and developed. Joint development proposals will be made to manufacturers for products intended for sale at SEVEN & i HLDGS. group company stores, and consumers will be provided with appealing products that cannot be produced by any other companies.

(3) Advertising and marketing business

Advertising and marketing will be developed for clients that will be designed for application to a wide variety of media, including the Internet and TV, and retail distributors. This new service can only be provided by NitteleSeven, a project that combines a television company, a distribution company and an advertising company.

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