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May 8, 2012
AEON CO., LTDtd.

Aeon unifies its efforts across the Group to continue support for the restoration of Tohoku.

Launch of Aeon's E-Money “WAON** for Tohoku Restoration” card**

A string of support to spread nationwide in an effort to provide disaster-hit children with a future full of dreams

Starting May 11 (Friday), 2012, Aeon will launch its e-money , “WAON for Tohoku Restoration” cards, which will allow its customers nationwide to contribute to the restoration of Tohoku. This WAON cards will be issued at approximately 1,200 stores nationwide including Aeon's general merchandise stores (GMS) and MaxValu food supermarkets.

The objective of “WAON for Tohoku Restoration” cards is to help activities aimed at supporting children in Tohoku, a region that was seriously affected by the Great East Japan Earthquake. The WAON cards can be used nationwide, and a portion of the transaction amounts will be donated to each of the funds established by Iwate, Miyagi, and Fukushima prefectures, respectively, in order to support the everyday lives of disaster-hit children and cover their school expenses.

Promoting WAON as a local currency that can be used by anyone, anytime, and anywhere, Aeon has been striving to increase the number of stores that accept the WAON card as a means of payment to include Family Mart, McDonald's, Yoshinoya, and other stores outside the Aeon Group. WAON is currently accepted at around 142,000 establishments nationwide. In addition, a total of 69 types of Regional WAON cards are issued nationwide, each of which is associated with a region designated for donations of a portion of the transaction amounts of each card. The total amount of donations received through Regional WAON cards exceeded 50 million yen last fiscal year.

When the Great East Japan Earthquake struck and wreaked its tremendous damage, Aeon donated a total of over 5 billion yen to those affected by the disaster, sending relief supplies and donations from customers and employees as well as funds provided by the Group companies. Furthermore, in order to comprehensively promote various activities supporting the restoration of disaster-hit regions, Aeon deployed a “Chief Representative to Tohoku” and a chief officer dedicated to providing enhanced support for the Tohoku Area within Aeon Retail Co., Ltd., a Group company that operates Aeon's GMS stores.

In an effort to shape its hope for restoration, Aeon will make maximum use of its nationwide network of the Group stores and infrastructure to achieve restoration of disaster areas and to create a future full of dreams in collaboration with its customers.



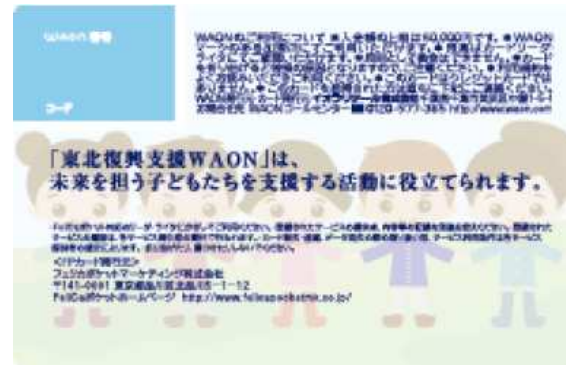
Ganbaro (Stay Strong), Iwate! WAON for Tohoku Restoration



Ganbaro (Stay Strong), Miyagi! WAON for Tohoku Restoration



Ganbaro (Stay Strong), Fukushima!
WAON for Tohoku Restoration



The back side of the “WAON for Tohoku Restoration” card

[Outline of WAON for Tohoku Restoration]

- Types of WAON cards:
Iwate prefecture: Ganbaro (Stay Strong), Iwate! WAON for Tohoku Restoration
Miyagi prefecture: Ganbaro (Stay Strong), Miyagi! WAON for Tohoku Restoration
Fukushima prefecture: Ganbaro (Stay Strong), Fukushima! WAON for Tohoku Restoration
- Donation recipients:
Iwate prefecture: Iwate Learning Hope Fund
Miyagi prefecture: Donation for Children Orphaned by the Great East Japan Earthquake
Fukushima prefecture: Donation for Children Orphaned by the Great East Japan Earthquake
- Launch date: Friday May 11, 2012
- Available at: Approximately 1,200 stores nationwide including the Aeon Group's GMSs and MaxValu food supermarket stores
- Sales target: For the initial fiscal year, 50,000 “WAON for Tohoku Restoration” cards each for Iwate, Miyagi, and Fukushima, respectively
- Issuing commission: 300 yen per card (including tax)
- Maximum balance: 50,000 yen (a maximum of 29,000 yen can be charged at one time)

Reference

Outline of WAON cards (as of March 31, 2012)

Accumulated number of cards issued: Approximately 2,440 cards

Total monthly transactions processed: Approximately 5,200

Average monthly payment: Approximately 1,730 yen

Cards accepted at: Approximately 142,000 locations (including approx. 87,000 vending machines and driver terminals)