



# FamilyMart joins T-POINT alliance

## CCC Group invests 14.9% in Famima Credit

April 4, 2007 (Tokyo, Japan) — For the purposes of reinforcing marketing functions through a point loyalty program and aligning their credit-card businesses, the Culture Convenience Club (“CCC,” President: Muneaki Masuda) corporate group and FamilyMart Co., Ltd. (“FamilyMart,” President: Junji Ueda) entered into a comprehensive alliance agreement on April 3, 2007 that provides for 1) FamilyMart’s participation to the T-Point Loyalty Program, 2) Issuance of the “Famima T Card (tentative name)” that integrates the Famima Card issued by FamilyMart and T Card, and 3) 1 billion yen investment from CCC Group to Famima Credit Corporation, the credit card business division of FamilyMart.

### **1) Mutual membership services improvement and implementation of reciprocal customer traffic through participation of FamilyMart in T Point alliance**

T Card & Marketing Co., Ltd., of the CCC Group operates the T Point Loyalty Program, a common point-loyalty plan across diverse retail businesses. Furthermore, the CCC Group has issued a common point card, T Card (formerly the TSUTAYA membership card) to 20.08 million members (as of Feb. 28, 2007) at about 2,000 retail locations under the TSUTAYA, Camera Kitamura, Virgin Megastore, and Shinseido banners.

As of Feb. 28, 2007, FamilyMart has issued approximately 1.59 million Famima Cards as point-loyalty cards (two types, with and without credit card function), which are crucial to the company’s CRM plans.

As a result of the alliance agreement, the transfer of current Famima Points to T Points with the participation of FamilyMart to the T Point Program, conversion from the current Famima Card to the Famima T Card (tentative name), and new card issuance at FamilyMart locations are expected to launch by around November of this year.

Through the aforesaid steps, FamilyMart will provide current T Card members with 7,000 store locations nationwide that are most accessible to consumers. Consequently, overall value enhancement to the T Point Loyalty Program will be expected. Moreover, since T Points will be able to be accumulated and redeemed at FamilyMart stores, the benefit of driving traffic to the stores from among existing T Card members is expected, and service augmentation to current Famima Card members is considered possible, too.

Through these initiatives, the CCC Group intends to activate both membership organizations with an aim to attain reciprocal customer traffic.

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## **2) Reinforcement of credit card business through investment to Famima Credit**

Tied to the start of the services described, the CCC Group subsidiary, T Card & Marketing Co. Ltd., will invest approximately 1 billion yen to Famima Credit Corporation. Famima Credit will consequently reinforce its base of card business operations by issuing credit cards at certain TSUTAYA locations and websites of the CCC Group, in addition to FamilyMart stores, and build a partnership in the financial business domain between the CCC Group and FamilyMart Group.

## **3) Synergy between 7,000 FamilyMart stores and 1,300 TSUTAYA stores**

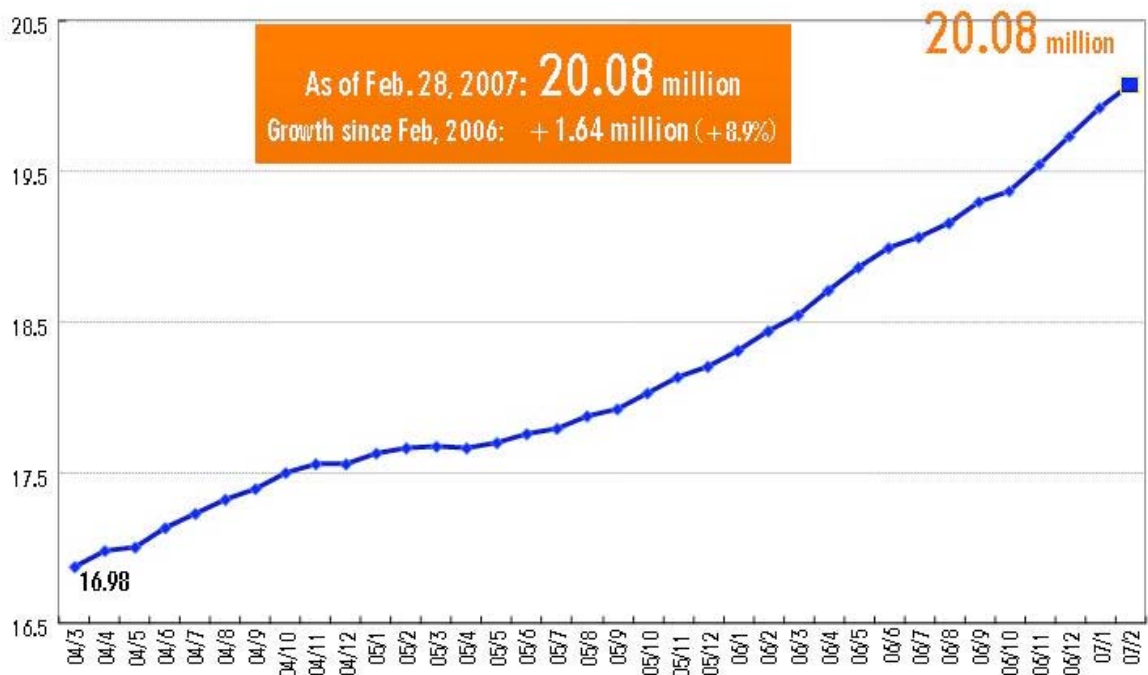
For the future, in addition to the tie-ups in marketing functions and credit card businesses, the two companies will study a number of initiatives, such as the return drop of TSUTAYA rental products that utilize the 7,000 FamilyMart stores, pick-ups at FamilyMart stores for product purchased via Internet, and joint development of services that generate synergy between the FamiPort multimedia terminal and entertainment businesses that are the specialized expertise of TSUTAYA.

Timed with the execution of the alliance agreement, FamilyMart store locations launched the “Famima Receipt Campaign” on April 3 that targets T Card members. T members can enter in sweepstakes for every 1,000 yen (including tax) worth of purchase receipts at FamilyMart, and 1,450 people will win special prizes. The CCC Group and FamilyMart Group have marked their first step in achieving reciprocal customer traffic by announcing the campaign not only at FamilyMart locations, but also at TSUTAYA locations.

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## ■ Card Membership Growth

(Unit: million members)



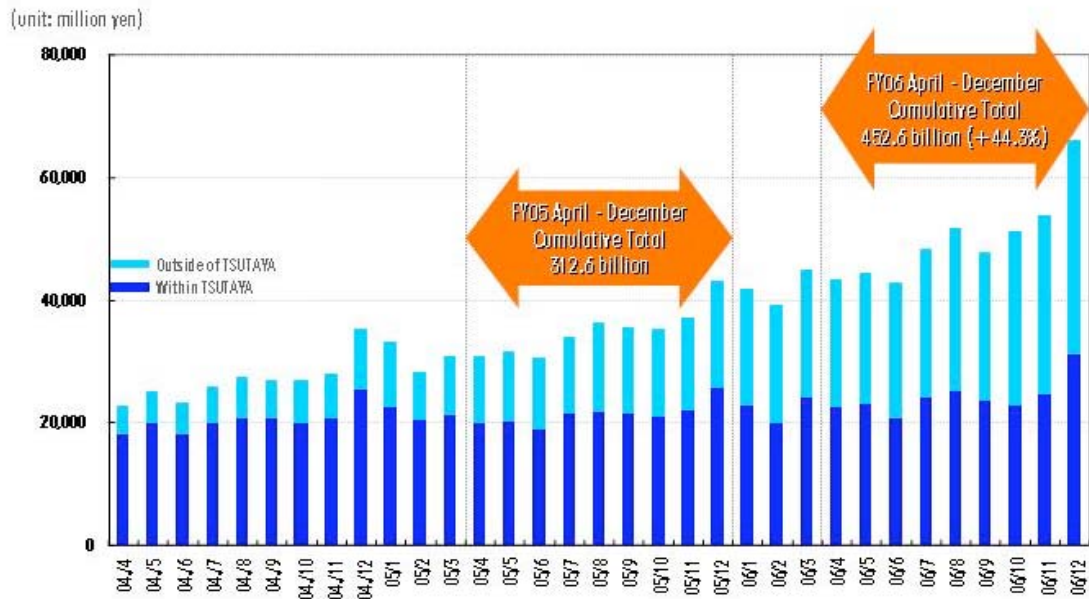
## ■ Marketing Benefits with T Point

Existing Store Prior Year Comp Growth at Aoyama Trading Co., Ltd and a Competing Company

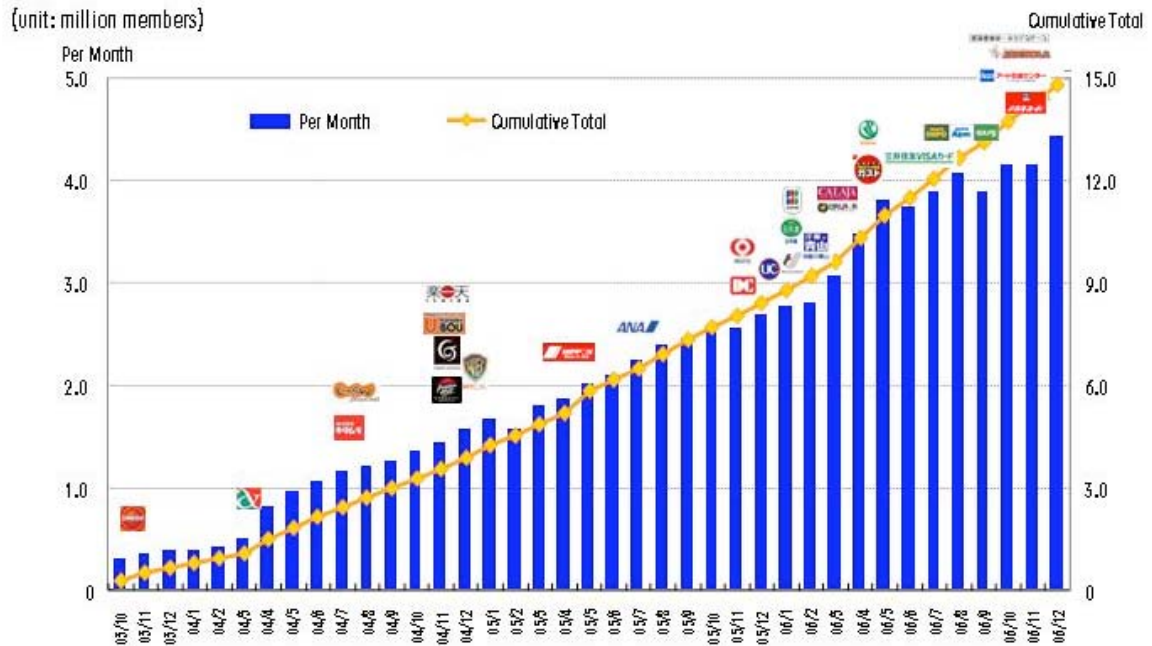
After participating with T Point, existing store prior year comps exceed that of competitor



## ■ T Point Associated Sales Growth



## ■ T Point Transacting User Growth



Inquiries regarding the above:  
Press inquiries:

**Culture Convenience Club, Co., Ltd.**  
Corporate Communication, Hiroshi Nishida  
Tel. +81 (0)3-5424-1626

**FamilyMart Co., Ltd.**  
PR/IR, Takashi Shinno  
Tel. +81-(0)3-3989-7670

**T Card & Marketing Co., Ltd.**  
Corporate Service, Yuki Fujii  
Tel. +81-(0)3-5424-2093