

August 7, 2000

Seven-Eleven Japan Co., Ltd.  
Nichii Gakkan Co.  
Mitsui & Co., Ltd.  
NEC Corp.

## **Establishment of a Joint Venture, Seven-Meal Service Co., Ltd. Starts "Meal delivery services" in Kawaguchi City and Urawa City from September 4, 2000**

Seven-Eleven Japan Co., Ltd. (Minato-ku, Tokyo, headed by Chairman Toshifumi Suzuki), Nichii Gakkan Co. (Chiyoda-ku, Tokyo, headed by President Akihiko Terada), Mitsui & Co., Ltd. (Chiyoda-ku, Tokyo, headed by President Shinjiro Shimizu) and NEC Corp. (Minato-ku headed by President Koji Nishigaki) are going to establish a joint venture named Seven-Meal Service Co., Ltd. as of August 7, 2000. The establishment of this company is intended to provide "meal delivery services," "home delivery shopping services," and "payment collection services," and operate a comprehensive "data processing system related to care services," by making full use of Seven-Eleven's store chain and information network, targeting at aged people, care supporters, live-alones and health-oriented people.

Seven-Meal Service will begin "meal delivery service" first on Monday, August 4, 2000, in Kawaguchi City and Urawa City, Saitama Prefecture, based on results of the test services including assessment of dishes by about 100 monitors, carried out since the beginning of July 2000.

The "meal delivery services" is a membership service system which provides meals via 7-Eleven's stores or door-to-door delivery systems to families with a baby(ies) and/or an aged member(s), and workers wanting meal services at workplace. Applications for the membership will be accepted from Tuesday, August 8 at about 90 7-Eleven stores in the two cities (a registration fee of 300 yen is charged). A registered new member will receive a member card, menu catalogs and so on. The menu for September is planned to carry 111 dishes, composed of 83 items as "Ready-to-eat meals and delicatessens," and 28 items as "Easy-to-cook fresh foodstuff." A member is required to order by selecting from the menu and fill in an order form with his/her name and the date (orders will be received at 7-Eleven stores in any of the two cities, or through telephone or facsimile to the Service Center). Ordered meals are delivered to stores using the existing transportation system for boiled rice and chilled foods, and to homes using dedicated temperature-controlled vehicles.

In the future, Seven-Meal Service is planning to start the "meal delivery services" in Toda City and Yono City, Saitama Prefecture, in October 2000, and gradually increase service areas and contents, while trying to enhance menu development, order entry systems and physical transportation systems in concert with share-holding companies. Moreover, in coming spring, the company will open its own homepage in collaboration with 7dream.com., which provides e-commerce services for consumers.

Seven-Meal Service Center  
Toll Free: 0120-736-014

For details, please contact:

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Nichii Gakkan Co.	Public Relations Office	03-3291-3954
Mitsui & Co., Ltd.	Public Relations Office	03-3285-7596
NEC Corp.	Corporate Communication Dept.	03-3798-6511

## Reference

## Brief History

- 1. Name:** Katsuhiko Ikeda
- 2. Date of Birth:** November 10, 1945
- 3. Place of Birth:** Nagasaki Prefecture

### 4 Educational Background:

1968 Graduated from Department of Commercial Science, Chuo University

### 5. Business career

April	1976	Retired from ABAB Akafudado
May	1976	Joined 7-Eleven Japan Co., Ltd.
March	1985	Zone Manager of the Operation Headquarters
May	1989	Director and Zone Manager of the Operation Headquarters
November	1992	Director, Acting Chief of the Operation Headquarters, and Zone Manager
March	1993	Director, and Chief of the Operation Headquarters
May	1994	Managing Director, and Chief of the Operation Headquarters
May	1997	Senior Managing Director, and Chief of the Merchandise Division
September	1998	Senior Managing Director, Chief of Merchandise Division, and Chief of Physical Distribution Center (currently)