

September 7, 2004



## **Suica cards can be used at FamilyMart stores in the Omiya-Urawa area and other areas**

**Suica network expands broadly from inside stations (“Ekinaka”) to outside stations (“Machinaka”)**

- **Suica cards will be accepted for purchases at 26 FamilyMart stores in the Omiya-Urawa area and other areas starting 2 p.m. on September 28.**
- **This is the first time in Japan when IC cards for rail travel can be used at convenience stores outside stations.**
- **We are now underway to expand the Suica network further, broadening support beyond stations into cities at large.**

FamilyMart Co., Ltd. and East Japan Railway Company have moved ahead in talks to promote Suica cards as a means of electronic money for shopping at FamilyMart stores. Starting at 2 p.m. on September 28 this year, Suica support will be phased in at 25 FamilyMart stores in the Omiya-Urawa area and one in Shinagawa in the service described below.

FamilyMart stores are introducing Suica service to offer customers a wider array of payment options. The program is a culmination of joint development between FamilyMart Co., Ltd. and East Japan Railway Company for more convenient customer services.

Efforts are underway to add some 2,500 FamilyMart stores in Greater Tokyo and the Sendai area to the Suica network next year.

This is the first service in Japan that enables users of IC cards for rail travel to make purchases at convenience stores outside stations.

Suica cardholders have enjoyed shopping by using their cards as electronic money since the program was launched in March this year. Approximately 3.8 million of these Suica cards have been issued, and about 50,000 purchases are made each day.

\*A press event announcement of the service is scheduled for September 28 at stores in Omiya. Details will be provided soon.

- Start of service from 2 p.m, September 28, 2004
  - Participating stores Omiya-Urawa area: 25 stores (in Saitama City)  
Shinagawa Station, Konan Exit: 1 store (in Minato-ku)  
Total: 26 stores
- 

### <Reference>

#### Overview of FamilyMart (as of August, 2004)

Number of stores

Stores in Japan	<b>6,272 stores</b>
(Including 428 domestic franchises in Miyazaki, Kagoshima, and Okinawa prefectures)	
Total number of stores in the FamilyMart chain	<b>11,003 stores</b>
(Including 4,731 overseas franchises in Taiwan, Korea, Thailand, and China)	

#### Overview of Suica (as of August, 2004)

Suica cards issued	<b>Approx. 9.6 million</b> (3.8 million support electronic money transactions)
Stations in the Suica network	<b>802 stations</b>
(466 in Greater Tokyo, 66 in the Sendai area, 9 in the Tokyo Monorail system, 7 in the Tokyo Waterfront Railway system, and 254 in the Kinki area)	
Stores accepting electronic money	<b>573</b>
Total daily transaction volume	<b>Approx. 50,000/day</b>
Daily transactions per store	<b>Approx. 100/day</b>