

Press Release

7-Eleven(R) Stores Face Total Domo-Nation

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BusinessWire - Domo, the fuzzy brown creature with a trademark enigmatic open-mouth expression, takes 7-Eleven(R) stores by storm this fall. From collectible Slurpee(R) cups filled with Fuji Frost by Fanta, and flocked Slurpee character straws to Big Bite(R) hot dog containers, coffee cups and even an exclusive Domo Attack! Energy drink, Domo will have 7-Eleven customers seeing brown, interrupted by red and sharp white teeth.

Created by Japanese illustrator and director Tsuneo Goda as the mascot for Japanese public television station NHK in 1998, Domo has a unique look and personality that quickly catapulted the character into one of the Internet's biggest sensations. Domo has achieved pop culture super-status through user-generated content and thousands of viral videos on popular websites like YouTube, Facebook and Flickr.

"Fuji Frost has a sweet red-apple taste, which is a tongue-in-cheek choice since apples are the one food Domo doesn't like," said Jay Wilkins, 7-Eleven category manager for proprietary cold beverages. "Because Domo loves Slurpee drinks and appears everywhere in our stores, theoretically Fuji Frost Slurpee drinks are Domo-proof." Fuji Frost is named for Mount Fuji, Japan's most well-known landmark.

A new three-part webisode, which can be viewed exclusively online at www.slurpee.com and www.domonation.com, tells the story of Domo and his friends on a quest for a Slurpee beverage. Each of the 30-second segments will debut weekly on the two websites starting Oct. 1. The stop-action animated Domo video was created and produced exclusively for 7-Eleven by dwarf inc., the Japanese animation company that originally created Domo and all his friends.

Collectible cups feature Domo and his furry sidekicks enjoying Slurpee drinks and one showing Domo experiencing a Brainfreeze(TM). For Domo fans, a tiny flocked Domo character is affixed to premium Slurpee straws, selling for \$1.99. From hip hop to wrestling themes, each of the four Slurpee straws features Domo sporting a different costume and accessories.

Coffee and Big Bite hot dogs, two of 7-Eleven's best-selling proprietary items, also get 'Domo-nized' as a limited offering through Nov. 15. To reach younger coffee drinkers, 7-Eleven is offering coffee in a special brown Domo cup for just 99 cents. Store signage promoting the coffee deal urges customers to "Obey the Domo." Likewise, the Big Bite hot dog also will retail for 99 cents and be served in a cardboard "clam-shell" carrier resembling Domo's face, with the mouth opening to reveal the food.

A larger-than-life Domo candy display will feature Snicker's and Reese's candy bars in the open mouth of the character as well as a shelf to display Domo DVDs (\$15.99), where available. Collectibles like Domo Qee* miniature action figures in cup-like packaging (\$9.99), Domo Manga comic books (\$3.99), plush characters and apparel, like caps and T-shirts are also available. 7-Eleven has even emblazoned special-edition gift cards with Domo's likeness. Domo is also front and center on much of the in-store product signage and storefront banners.

Big Tent Entertainment, the marketing and licensing company behind Domo, helped broker the deal with 7-Eleven. "Because Domo has such a hugely devoted, cult-like following among kids, teens and young adults, we believe he's a perfect match for 7-Eleven and its iconic Slurpee brand," said Big Tent Chief Executive Officer Rich Collins. "7-Eleven has created some very cool collectible items that will have Domo fans and Slurpee drinkers alike coming back for more."

* Qee (pronounced "key") is a collection of designer toys created by Hong Kong-based company Toy2R. Qees are produced in limited numbers and are highly collectible. Many contemporary artists and designers from Asia, Australia, Europe, North America, and South America have designed figures.

About 7-Eleven, Inc.

7-Eleven, Inc. is the premier name and largest chain in the convenience retailing industry. Based in Dallas, Texas, 7-Eleven operates, franchises or licenses more than 7,800 7-Eleven(R) stores in North America. Globally, 7-Eleven operates, franchises or licenses more than 36,600 stores in 15 countries. During 2008, 7-Eleven stores worldwide generated total sales of more than \$53.7 billion. For 15 consecutive years 7-Eleven has been listed among Hispanic Magazine's Hispanic Corporate Top 100 Companies that provide the most opportunities to Hispanics. 7-Eleven is franchising its stores in the U.S., and is expanding through organic growth, acquisitions, and its Business Conversion Program. Find out more online at www.7-Eleven.com.

About Big Tent Entertainment, LLC

Big Tent Entertainment, LLC (www.bigtent.tv) is an entertainment company specializing in the integrated development and management of media brands. Formed in 2002, the company manages a portfolio across both traditional and new media while focusing on brand strategy, community building, viral marketing, licensing and retail merchandising. Big Tent currently serves as the worldwide (ex Asia) marketing and licensing company for viral sensation Domo and the North American agency of record for a number of children's properties including: Discovery Kids, the leader in educational content for children; The Wiggles, the world's most popular pre-school entertainers; and Miffy & Friends, one of the largest brands for infants, toddlers and preschoolers with an all-new tween/teen program. Additionally, Big Tent serves as the U.S. licensing agent for the Crusty Demons, the masters of freestyle motocross; The Saddle Club, the world's most popular series about girls and horses; TOKYOPOP, the world-renowned manga publisher and global pop culture brand; and, most recently, the NBC Universal-owned Telemundo, a leading producer of high-quality content for Hispanics in the U.S. and audiences around the world.

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