



FOR IMMEDIATE RELEASE

Contact: Geoff Moss
MPR (310) 200-1942
Geoff@tmail.com

FAMIMA!! JAPANS HOTTEST IMPORT LANDS AT BELMONT SHORES GRAND OPENING

APRIL 12, 2007

**FUEL UP WITH YOUR FAVORITE SNACKS AT FAMIMA!! ON YOUR WAY TO THE GRAND
PRIX OF LONG BEACH, APRIL 13-15**

Torrance, CA-April 10, 2007- Long Beach. Is “fast food” really fast these days or a “freeway” really free?? What about a convenience store? Is there anything really convenient about it? Does going into a convenient store seem like its more hassle than its worth? Do they not stock what you really need? Does the snack that you came in for look and taste like it should belong on a space mission? We would like to introduce the hottest new import from Japan, **FAMIMA!! Premium Convenience Stores**. The opening of our BELMONT SHORES (4816 East 2nd St) store marks the second location to open in Long Beach within the last five months. When you walk thru our doors you walk into a fresh clean environment, hardwood floors, open displays and everything you need is only steps away. Whether you’re looking for cosmetics, shampoo, candles, stationery, medicines or hot coffee, FAMIMA!! brings you the best of everything. Hungry for breakfast, lunch or dinner? We guarantee that you will find something that will sure satisfy your appetite, we have something for everyone. Come and explore our variety of noodle dishes from the East to the West! From the West, we offer slowly cooked traditional spaghetti, from the East, Asian-style fried noodles. We also serve a few traditional Japanese dishes, such as bento boxes (lunch boxes) and omelet fried rice. Not in the mood for noodles? Dive into our mouthwatering grilled to order Panini’s, our fresh sushi or try our “soup of the day” kept fresh in Famima!!’s high-tech imported soup warmers.

FAMIMA Corporation
20000 Mariner Avenue, Suite 100, Torrance, CA 90503



“Just two years ago we were announcing the opening of our first store in West Hollywood, today I am proud to announce that the opening of our Belmont Shores FAMIMA!!” Announced Mr. Inoue, President and CEO of FAMIMA!! Corporation. “It’s our mission to bring the same success that we’ve had overseas and make FAMIMA!! a household name here in the United States by serving the highest quality ready-to eat products with the highest level of freshness along with a warm welcoming atmosphere. At FAMIMA!! we provide the highest level of quality and service to our neighbors and community. Our customers are our family. “FAMIMA!! will always be there to lend a helping hand in the Long Beach community by supporting various events and organizations.”

About FAMIMA!!

FAMIMA!! is operated by FamilyMart Co., Ltd. FamilyMart’s core business is operating a network of 13,122 convenience stores throughout Japan, China, Taiwan, Thailand, South Korea and the United States.

FamilyMart engages in retailing business that provides customers with high-value-added merchandise garnished with sincere and friendly hospitality.

U.S. based FAMIMA!! Corporation was founded in 2004 committed to bringing gourmet quality convenience stores to the US market. Backed by strength of the Fortune Global 500 Company, ITOCHU Group,

FAMIMA!! is redefining quality and convenience. FAMIMA!! Corporation has an aggressive strategy for bringing FAMIMA!! stores to the United States with plans to have 20 units operating by the end of 2007 and even more stores planned for 2008.



Come visit us at our two new Long Beach stores:

NOW OPEN!

Long Beach Los Coyotes

5094 E. Los Coyotes Diagonal

Long Beach, CA 90815

(562) 597-8900

Open 7 Days a week

Business Hours: 7am-12am

Long Beach Belmont Shores

4816 East 2nd St.

Long Beach, CA 90803

(562) 434-3000

Open 7 Days a week

Business Hours: 7am-12am

Please visit www.Famima-usa.com for our other locations throughout Southern California

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