

NEWS

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Contact: Carol McDougall
Convention & Meetings Manager
202-789-0300

7-ELEVEN PRESIDENT & CEO JIM KEYES TO ADDRESS 2006 AMERICAN BAKERS ASSOCIATION CONVENTION

“We are delighted that Jim Keyes has accepted our invitation to speak during the 2006 ABA Convention,” said ABA Chairman Gary Prince, Weston Foods. “This is a great opportunity for the baking industry to discuss non-traditional sales venues for their products.”

Mr. Keyes served in a number of senior management positions before being elected to his current role in 2000. He joined 7-Eleven stores' former subsidiary Citgo Petroleum in 1985 as general manager of marketing and business strategy. A year later, he became general manager of 7-Eleven's national gasoline, with responsibility for the company's retail gasoline business in the United States and Canada. He was named vice president of national gasoline in 1991. Mr. Keyes served as the company's senior financial officer in 1992 and was named chief financial officer in 1995. He was elected to the company's board of directors in 1997 and promoted to executive vice president and chief operating officer in 1998.

Recently, Mr. Keyes was named as one of 10 recipients of the 2005 national Horatio Alger award by the Horatio Alger Association of Distinguished Americans. The award goes to Americans who use hard work, perseverance and integrity to overcome adversity and achieve extraordinary success - an idea promoted by the 19th-century author the award is named after. Keyes was nominated by baseball great Lou Brock, who won the honor in 2002, and will be inducted into the society in April of 2005 in Washington, D.C.

7-Eleven, Inc. is the premier name and largest chain in the convenience retailing industry. Headquartered in Dallas, Texas, 7-Eleven, Inc. operates or franchises approximately 5,800 7-Eleven® stores in the United States and Canada and licenses over 21,700 7-Eleven stores in 17 other countries and U.S. territories. During 2004, 7-Eleven stores worldwide generated total sales of more than \$41 billion.