

**BREATH TAKING
MOMINTS™**



FOR IMMEDIATE RELEASE

THE “MOMINTS®” RIGHT FOR 7-ELEVEN TO OFFER FIRST LIQUID-FILLED BREATH MINT

Momints’ Deliver Burst of Bold Peppermint Flavor in Tiny, Blue-Iridescent Spheres

Dallas, August 13, 2003 - The “Momints®” right for 7-Eleven, Inc. (NYSE:SE), the world’s largest convenience store retailer, to offer the country’s first liquid-filled breath mint. Available nationally at up to 5,300 participating 7-Eleven® stores, **Momints** delivers a burst of bold peppermint flavor that instantly freshens breath. Encased in a patent-pending EZ Slide™ pack, **Momints’** sleek, tapered-edge packaging allows the mints to be inconspicuously tucked into even the tightest of jeans.

“**Momints** is the first product in what I think will become the next major segment in the breath mint market: liquid-filled mint capsules,” said Derek Schmitt, confectionery category manager, 7-Eleven, Inc. “Like breath strips during the last two years, Momints represents the next substantial evolution of breath mint technology.

After 18 months of product development, **Momints** enters the \$1 billion retail market for mints and gums in the United States*. Now available at participating 7-

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Eleven stores nationwide after being launched in New York City earlier this year, **Momints**' tiny, blue-iridescent spheres combine maximum mint flavor with zero calories.

“7-Eleven immediately recognized that **Momints** represents the next generation of breath mints,” said Anthony Shurman, president of Yosha! Enterprises Inc., which manufactures **Momints**. “We are pleased to launch our product with a retailer known in the industry as forward thinking and for its strong track record for identifying successful new products and services.”

About Yosha! Enterprises Inc.:

Yosha! Enterprises Inc., based in Westfield, NJ, is the maker of **Momints**. Available for sale online at www.momints.net, and with select retailers, **Momints**TM is America's one and only liquid-filled mint.

About 7-Eleven, Inc.

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 approximately 19,200 7-Eleven stores in 17 other countries and territories throughout the world. During 2002, 7-Eleven stores worldwide generated total sales of more than \$33 billion. Find out more online at www.7-Eleven.com.

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** Source: Nielsen Food/Drug/Mass/Convenience Report (excluding Wal-Mart) for 52-week period ending 5-17-03.*

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