

ISHIN HOTELS GROUP PRESS RELEASE

Press release

October 4 2007

Ishin Hotels Group

Takehito Azuma Appointed **as the New Hotel Manager of “the b kobe”**

“the b kobe” (2-11-5 Shimoyamate-dori, Chuo-ku, Kobe, Hyogo / 158 guest rooms) has appointed Takehito Azuma as the new hotel manager on September 16, 2007.

Mr. Azuma will be in charge of entire hotel operations at the b kobe, and will implement entire measures to serve the b kobe customers with enhanced comfort.

Takehito Azuma’s 21-year-hotel-industry experience was cultivated in both Japanese and internationally-affiliated operational and administrative sectors at the Miyako Hotel and the Westin Miyako Hotel Kyoto. After he joined the Ishin Hotels Group in January 2007, Mr. Azuma has served his front desk managerial duties at the b kobe, responsible for operation as well as sales promotions.

With his extensive hotel experience, Mr. Azuma will strive to improve the services and provide quality products at the b kobe for its customers. With Mr. Azuma’s leadership the b kobe wishes to contribute to Kobe’s efforts to attract tourists and businesses, and consolidating its position as a stopover point between Akashi and Ashiya.

“the b kobe” started its services in Kobe in July, 2006, as an Ishin Hotels Group original hotel brand. Centrally located in Kobe City, it has come to serve various customers for diverse purposes, from business trips to sightseeing trips.

“the b kobe” aspires to be an upbeat, vibrant hotel, attractive not only to its customers but to the local Kobe citizens as well.

Profile of Takehito Azuma

July, 1967	Born in Fukui, Japan
March, 1986	Graduates from Fukui Commercial High School
April, 1986	Joins Miyako Hotel Co., Ltd. In charge of Bell Services, Front Desk Section, Accommodation Dept. at the Miyako Hotel in Kyoto
April, 2004	Front Office Manager at the Westin Miyako Hotel Kyoto In charge of Operation & Administration Divisions
January, 2007	Joins Ishin Hotels Group Front Desk Manager at “the b kobe”
March, 2007	Front Office Manager at “Kyoto Royal Hotel & Spa”
September, 2007	Hotel Manager at “the b kobe”

※The Westin Miyako Hotel Kyoto, formerly the Miyako Hotel, has been known by its present name since 2002, due to operational changes. Mr. Azuma has thus been with both the Miyako Hotel and the Westin Miyako Hotel Kyoto for a total of close to 21 years.

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About Ishin Hotels Group Co., Ltd.

Ishin Hotels Group is a fully integrated hotel investment, asset and hotel management organization. Throughout Japan, the Group currently owns 23 hotels and operates 18 hotels across a number of successful brands including Hilton Narita, and the b, the successful boutique hotel brand. The proven ability to combine the best international practice and Japanese management expertise results in significant operational performance improvements in our hotels. Ishin Hotels Group aspires to be the Premier Hotel Company in Japan.

Company profile: Ishin Hotels Group Co., Ltd.

Established:	January 2001
Capital:	JPY 88,166,500
Headquarters:	Kamiyacho Central Place 10F 4-3-13, Toranomom, Minato-ku, Tokyo, Japan
Number of employees:	53 (Group total: 1,421 as of August 2007)
Business description:	Hotel acquisition, ownership, operations & assets management
Representative:	Michael Nigitsch / President & CEO
Board members:	Tony Fleming / Chief Operating Officer Kozo Nagao / Chief Financial Officer Katsuhiko Kido / Vice President, Human Resources Satoru Horikawa / Vice President, Sales & Marketing Kenji Matsuo / Vice President, Technical Services Yoshihito Hokama / Vice President, Acquisitions Shunsuke Yamamoto / Vice President, Acquisitions Naoki Yoshiyama / Vice President, Acquisitions