

ISHIN HOTELS GROUP PRESS RELEASE

Press release

August 4, 2008

Ishin Hotels Group

.....

the b ochanomizu

Our 7th “the b” brand hotel, to open Tuesday, September 9, 2008

.....

Ishin Hotels Group (President & CEO: Michael Nigitsch; Headquarters: Toranomon, Minato-ku, Tokyo) announces the opening Tuesday, September 9, 2008, of the former HAMILTON INN OCHANOMIZU reborn as the Ishin designer brand hotel, *the b ochanomizu*.

We again had the pleasure of inviting Ms. Asao Nakayama of W Design International to design our new look property. Located in a quiet side street away from the main thoroughfare, *the b ochanomizu* is accessible from both the JR (Japan Railroad) and subway stations. *the b* offers our guests the b brand concept of ‘a well-balanced hotel stay’.

Our guest rooms cater to modern tastes in design, with completely renewed curtains, chairs and beds in a chic, stylish, simple-modern space. The rooms are also more spacious than those of regular business hotels, so your stay with us can be comfortable, however long you may decide to stay or however much you may have shopped.



To celebrate our renewal opening we have prepared a ‘Moist-as-Dew CLARINS Beauty Couple Plan,’ with amenity goods from CLARINS.

We are planning future services and facility improvements to please our guests.

the b ochanomizu will be Ishin's seventh *the b* in the nation. Ishin Hotels Group looks forward to serving you with further *the b* brand developments in the nation.

■Inquiries on this news release to:

Ishin Hotels Group (ATTN: Miwa, Horikawa)
Kamiyacho Central Place 10F
4-3-13 Toranomom Minato-ku, Tokyo, Japan 105-0001
Tel: 03-5733-7733 Fax: 03-5733-7734

Kyodo PR (ATTN: Narita, Tsuchita, Tsukatani, Takeuji)
Dowa Building 7-2-22 Ginza Chuo-ku, Tokyo, Japan 104-8158
Tel: 03-3571-5175 Fax: 03-3571-5382

the **b** ochanomizu

the b ochanomizu

Address: 1-7-5, Kanda Awaji-cho, Chiyoda-ku, Tokyo, 101-0063

Tel:03-3254-2888 Fax:03-3254-2887

<http://www.ishinhotels.com/theb-ochanomizu/en/>

Opening Day: October, 1999

Building outline: Land area / 357.13 m² Building area /222.14 m²

Total floor area / 1,776.83 m² Floors / 9

Hotel facilities: Guest rooms / 72 (Single 55, Twin 14, Double 3)

Restaurant / 1 (breakfast)

About Ishin Hotels Group Co., Ltd.

Ishin Hotels Group is a fully integrated hotel investment, asset and hotel management company. Throughout Japan, the Group currently owns 25 hotels and operates 21 hotels across a number of successful brands including Hilton, and the b, the successful design 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 163,166,500
Headquarters:	Kamiyacho Central Place 10F 4-3-13, Toranomom, Minato-ku, Tokyo 105-0001 Japan
Number of employees:	42 (Group total: 1,423 as of June, 2008)
Business description:	Hotel acquisition, ownership, operations & assets management
Representative:	Michael Nigitsch / President & CEO
Board members:	Tony Fleming / Chief Operating Officer Michi Abe / Senior Vice President, Finance Katsuhiko Kido / Vice President, Human Resources Satoru Horikawa / Vice President, Sales & Marketing Kenji Matsuo / Vice President, Technical Services