

ISHIN HOTELS GROUP PRESS RELEASE

Press Release

August, 2008
ISHIN HOTELS GROUP
the b akasaka

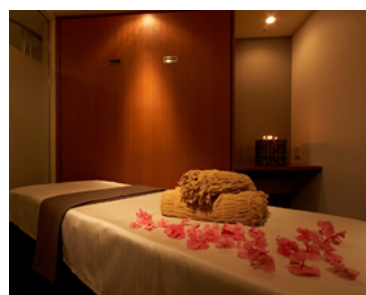
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**the b akasaka SPA to begin services as
Clinique La Prairie's accredited salon
for its aging care product "Swiss Perfection"**

Services begin: Tuesday, July 29, 2008

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the b akasaka SPA at the b akasaka (Managing Director-Tokyo Cluster: David Harper; Akasaka, Minato-ku, Tokyo; 156 guest rooms) begins aging care product **SWISS PERFECTION** (NIPPON SWISS・PERFECTION Co., LTD.) treatments and sales at the end of July. We are honored to welcome this product loved by **Clinique La Prairie**, a clinic for beauty care and aesthetic medicine in Switzerland, endorsed by many a worldwide celebrity.



SWISS PERFECTION is the world's first cellular skincare line jointly developed as a pioneer in aging care by **Clinique La Prairie** (*1), of cellular Revitalization Therapy fame, and **PP Produits Prestiges SA** in 1992. All **SWISS PERFECTION** products contain Iris (*2) germanica root extract, **IRISA**®. **IRISA**® contains even more moisture full of protein and enzyme than placenta, known for its anti-aging effects. **SWISS PERFECTION** succeeded in extracting these Iris cells unharmed with its specialized techniques, freeze dried them in fresh conditions, and blended them with rich, carefully-selected, natural ingredients.

To commemorate the start of **SWISS PERFECTION** treatments and product sales, *the b akasaka* offers its guests the **Swiss Perfection Facial Treatment Plan** from Tuesday July 29 ~ Sunday August 31, 2008. The first 3 guest groups per day to make reservations for this accommodation plan will receive **SWISS PERFECTION** amenity gift kits.

the b akasaka SPA, ever since its opening in July, 2006, has been offering active urban women a respite from their everyday bustle, to 'restore the body's balance and refresh the mind and body.'

We are proud to be able to present these working women over 35 and celebrities with a strong sense of beauty, the esteemed **SWISS PERFECTION** treatments and product sales, noted for its aging care cosmetics.

***1 [Clinique La Prairie]**

A world-renowned clinic for its cellular Revitalization Therapy, where more than 75 years ago Professor Paul Niehans injected fresh fetal sheep liver cells into his patients in 1931. Recognized the world over as the foremost therapeutic facility offering medical and paramedical services in a natural environment, **Clinique La Prairie** is also famous for its SPA, Beautymed Center and surgical services.

Thousands of people have visited the clinic since the 1950's to experience its age-fighting cellular Revitalization Therapy. In 1978 **Clinique La Prairie** introduced 'La Prairie,' a product developed with animal placenta, but further research has led to the launch of the purely plant-derived ingredient IRISA[®], to replace animal placenta.

***2 [Iris]**

Iris genus of the Iridaceae family, or simply, Iris. Iris also in Latin, it is the name of the Greek goddess of rainbows. Iris is known for its high water retention capability and considerable skin activation can be expected from its cellular cosmetics.



[SPA menus]

<Treatment Menus>

1. Perfection Collagen Facial 60minutes JPY13,200(Including tax and service charges)
2. Perfection Double Serum Facial 80minutes JPY19,200(Including tax and service charges)

The treatments combat the effects of aging and stress by firming and moisturizing, restoring the skin's natural resilience and revitalizing the skin.

<Special Accommodation Plan>

An accommodation package with the 1. Perfection Collagen Facial 60minute-course above. A very attractive offer from JPY19,000~/person including the above SPA menu(regular price : JPY13,200) and accommodations at *the b akasaka*.

[Accommodation Plan] Swiss Perfection Facial Treatment Plan

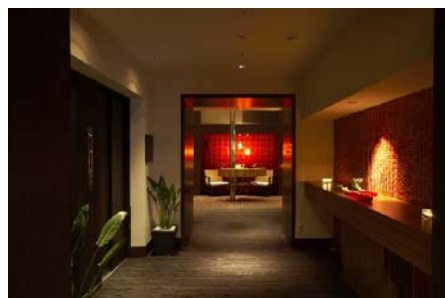
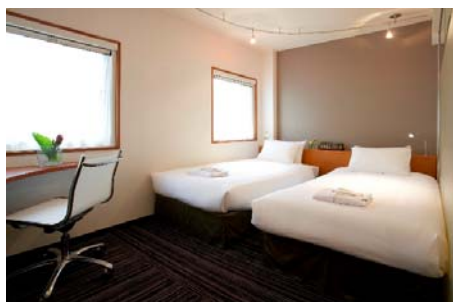
[Period] Tuesday, July 29 ~ Sunday, August 31, 2008

【Fees】 JPY 19,000/person(Including tax and service charges)

*Twin Room accommodations for 2 persons

JPY 22,500(Including tax and service charges)

*Single Room accommodations for 1 person



【Amenity Gift Kits limited to 3 groups/day】 (First-reserved-first-served)

5 items:

- Cellular Cleansing Emulsion
- Cellular Refreshing Toner
- Cellular Moisturizing Day Cream
- Cellular N Eye Cream
- Cellular Night R Cream



《Inquiries on this news release to》

●**Ishin Hotels Group**

(ATTN: Miwa)

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** akasaka

the b akasaka

Address: 7-6-13 Akasaka, Minato-ku, Tokyo 107-0052
TEL: 03-3586-0811 FAX: 03-3589-0575
<http://www.ishinhotels.com/theb-akasaka/en/>

Opening Day: November, 2005

Building outline: Land area / 1,356.34 m² Building area / 669.77 m²
Total floor area / 4,067.20 m² Floors / 8-floor building, 1 basement floor

Hotel facilities: Guest rooms / 156 (Single 60, Double 12, Twin 84) Restaurant / 1 Spa / 1

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, Toranomon, 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