

ISHIN HOTELS GROUP PRESS RELEASE

Press Release

December 9, 2008
Ishin Hotels Group

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Ishin Hotels Group

Hotel Sunroute Ikebukuro, rebranded as

ISHIN's "the b" designer brand, to open in June, 2009

~Japan's eighth "the b" born in Ikebukuro~

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Ishin Hotels Group (President & CEO: Michael Nigitsch, Headquarters: Toranomnon, Minato-ku, Tokyo) announces the opening of *the b ikebukuro* (1-39-4 Higashi-Ikebukuro, Toshima-ku, Tokyo; 175 guest rooms) in June, 2009. The former Hotel Sunroute Ikebukuro, welcomed into the Ishin Hotels Group in December 2007, will be totally renovated and rebranded as "the b" designer brand.

the b ikebukuro will be conveniently located on one of the main streets of central Ikebukuro, a 3-minute walk distance from the east gate of Ikebukuro Station. With the launch of Tokyo Metro Fukutoshin-Line, Ikebukuro has become one of the most accessible and convenient areas in Tokyo, with numerous department stores, electronics stores, and commercial facilities such as Sunshine City, making it a perfect place to visit for anyone.

The former Hotel Sunroute Ikebukuro closed on the 30th of November 2008 for its rebranding and total renovation, covering its guest rooms and lobby. The hotel will then, transform itself anew to "the b" designer brand, offering its 3 "b" brand concepts of good "b"reakfasts, comfortable "b"eds and "b"alance in your life, for a sound hotel stay.

the b ikebukuro will be Ishin's eighth "the b" in the nation; the others are located in Roppongi, Akasaka, Sangenjaya, Nagoya, Kobe, Fukuoka, and Ochanomizu. Ishin Hotels Group looks forward to serving you with convenient and stylish hotel stay experiences, with further developments of "the b" brand in the nation.

Please refer to the below information for overview of *the b ikebukuro*.

«the b ikebukuro»



*the b ikebukuro lobby image

the **b** ikebukuro

the b ikebukuro

- Hotel name: the b ikebukuro
- Address: 1-39-4 Higashi-Ikebukuro, Toshima-ku, Tokyo, 170-0013
 TEL: 03-3980-1911 FAX: 03-3980-5286
 URL: <http://www.ishinhotels.com/en/>
- Temporary closing: From end of November, 2008
- Opening after renewal: Scheduled in June 2009
- Building overview: Land area / 718.71㎡
 Building area / 621.20㎡
 Total floor area / 5613.78㎡
 Floors / 10 story building and 2 basement floor, 2 towers
- Hotel Facility: Guest rooms / 175 (Single 118, Twin 49, Double 8)
 Number of banquet halls and meeting rooms / To be advised

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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 24 hotels and operates 20 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:	41 (Group total: 1,420 as of July, 2008)
Business description:	Hotel acquisition, ownership, operations & assets management
Representative:	Michael Nigitsch / President & CEO Tony Fleming / Chief Operating Officer Michi Abe / Senior Vice President, Finance Katsuhiko Kido / Vice President, Human Resources Kenji Matsuo / Vice President, Technical Services