

ISHIN HOTELS GROUP PRESS RELEASE

Press Release

August 2010
Ishin Hotels Group

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WIN ONE OF 49 IPADS WHEN YOU STAY AT AN ISHIN HOTEL
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The Ishin Hotels Group great iPad giveaway commences from 1 August 2010. The group will be giving away 49 iPads to guests who have stayed at an Ishin hotel and registered on the Ishin E-newsletter mailing list. The promotion will run for a period of three months.

“This is an exciting promotion for the group,” says Annette MacAndrew, VP Sales and Marketing of Ishin Hotels Group. “We are in the process of implementing a new database and E-newsletter system which will provide a much simpler way for us to communicate with our guests on hotel and group updates as well as information on future specials and offers.” The database will also allow the group to conduct promotions and offer greater value to all their customers. The Ishin Hotels Group initiative has two goals – to grow the database and at the same time give something back to the guests who stay at the hotels.

To participate, all eligible guests will have a chance of winning one of 49 iPads simply by staying at one of the 19 Ishin Hotels across Japan between 1 August and 31 October 2010. To be included in the draw guests are required to first register with the Ishin Hotel Group E-newsletter database, and then enter the monthly draw for the iPad prize. All hotels will be offering one iPad per month except for Okinawa. The three Okinawa Hotels will offer one iPad for the three-month period.

“The iPad was chosen as it is a new and innovative product, and it provided the perfect fit for Ishin Hotels Group,” says Ms MacAndrew. “Our customers are modern and forward-thinking, and this product has a huge appeal not just in Japan but all over the world.”

For full details and Terms and Conditions please visit www.ishinhotels.com/en/prize/

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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 22 hotels and operates 19 hotels across a number of successful brands including Hilton, 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 163,166,500
Headquarters:	Kamiyacho Central Place 10F 4-3-13, Toranomom, Minato-ku, Tokyo 105-0001 Japan
Number of employees:	29 (Group total: 1,024 as of June 2010)
Business description:	Hotel acquisition, ownership, operations & assets management

For more information, please visit www.ishinhotels.com