

ISHIN HOTELS GROUP PRESS RELEASE

Press Release

June 2010
Ishin Hotels Group

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ISHIN HOTELS GROUP

**5% DISCOUNT OFF BAR AVAILABLE TO ALL JR PASS HOLDERS FOR BOOKINGS
MADE AT THE B HOTELS AND ISHIN HOTELS IN JAPAN**

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Effective immediately all travellers holding a valid JR Pass will be able to take advantage of special rates at all Ishin Hotels across Japan. All hotels in the group are offering JR pass holders a standard 5% discount off the Best Available Rate (BAR) when booking on www.ishinhotels.com/en. Seasonal and special rates will also be made available. The offer is available at Ishin's 19 hotels across Japan including the b hotels– located in key destinations of Tokyo, Nagoya, Kobe and Hakata – and Hilton Narita, International Garden Hotel Narita, Kyoto Royal Hotel & Spa plus many more.

All Ishin hotels are centrally located in the major sightseeing, shopping, leisure and entertainment areas making them the ideal choice for international travellers. The b hotel brand has already become well known amongst international travellers for their unique contemporary design and additional features including comfortable beds with duvet, complimentary high-speed internet access and flat screen TVs. Also available in the lobby are complimentary tea and coffee-making facilities and computer terminal with complimentary internet access.

“We have identified that a number of our international guests travel across Japan using a JR Pass – and these guests like to stay in our hotels due to their key locations minutes from the shopping, dining and entertainment areas, convenient for both business and leisure,” says Annette MacAndrew, Vice President, Sales and Marketing . “We also found that many of our guests had stayed in at least one other Ishin property before, and were delighted with the services and facilities provided. We are therefore happy to provide a solution across all hotels, and ensure a simple bookings process for all JR Pass Holders at great rates.” she says.

JR Pass Holders can make their bookings easily through www.ishinhotels.com/en by using the Private Access code, “JRPASS” (in upper case) for both the User Name and Password, and entering their JR Pass number in the booking.

■ Inquiries on this news release to:

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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: 1,044 as of May 2010)
Business description:	Hotel acquisition, ownership, operations & assets management

For more information, please visit www.ishinhotels.com