

# ISHIN HOTELS GROUP PRESS RELEASE

Press Release

June 2011  
Ishin Hotels Group

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**Ishin Hotels Group sets up the ‘Ishin hotels Help Japan’ scheme with all money being donated to the Japanese Red Cross to assist in the relief effort in northern Japan.**  
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## **‘Ishin Hotels Help Japan’ scheme**

Ishin Hotels Group and all its Team Members offer our sincere sympathy and condolences to all those who have been affected by the earthquake and tsunami that struck Japan on 11 March 2011. The devastating disaster and its after effects have had an enormous impact all over Japan – including Japan’s tourism industry – both domestic and international.

Ishin Hotels Group is supporting the relief effort through the ‘Ishin Hotels Help Japan’ donation scheme which includes the following;

- 1) Charity boxes located at all hotels for guests and Team Members to donate.
- 2) Donations from Ishin Team Members – initial donations raised in excess of 1,020,000 yen.
- 3) Effective 1 May – 31 August 2011, Ishin Hotels will donate 100 yen for every room night booked via [www.ishinhotels.com](http://www.ishinhotels.com). Further details are available on our website.

To be eligible for the 100 yen donation the room-nights must be booked through [www.ishinhotels.com](http://www.ishinhotels.com) and the guest stay must be between 1 May and 31 August 2011.

For the month of May the combined total from charity box donations and the Ishin hotels 100 yen offer was 1,101,889. Ishin Hotels will send the donations on a monthly basis to the Japanese Red Cross. The amount raised will be notified on the Ishin Hotels website on a monthly basis.

**■ 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: 882 as of May 2011)
Business description:	Hotel acquisition, ownership, operations & assets management

For more information, please visit [www.ishinhotels.com](http://www.ishinhotels.com)