

ISHIN HOTELS GROUP PRESS RELEASE

Press Release

June 2011
Ishin Hotels Group

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**the b hotels ACROSS JAPAN ARE OFFERING A SUMMER SALE PACKAGE
INCLUDING THE NEW the b bear
FOR THE MONTHS OF JULY, AUGUST AND SEPTEMBER 2011**
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Guests can be the first to own their very own the 'b' hotels bear as part of the new Summer Sale Package available at all b hotels across Japan including central locations in Tokyo, and Hakata, Kobe and Nagoya in West Japan. The package includes accommodation and buffet breakfast and your very own summer the 'b' hotel bear to take home for as a gift or for yourself. The package is available from 1 July – 30 September 2011 or until the package is sold out.

“The summer package at all b hotels was very popular last year and this year we wanted to incorporate a special value-added amenity’ says Annette MacAndrew, VP Sales and Marketing. “The timing seemed perfect to introduce the new mascot for the b hotels, the b hotels bear’ she says.

Available in four different fresh summer colors they make a great gift to take home. The package is expected to be very popular and with limited numbers available it is better to book early.

Twin / Double the b hotels Summer Sale Package rates are available from;

the b roppongi	From 14,600	the b ikebukuro	From 10,800
the b akasaka	From 11,600	the b nagoya	From 8,400
the b sangenjaya	From 13,700	the b kobe	From 10,500
the b ochanomizu	From 9,600	the b hakata	From 6,500

All rates are listed as ‘from’ rates and are subject to availability at the hotel at the time of booking. Rates may vary on different days of the week. The offer is available from 1 July until 30 September 2011 and is subject to availability. For reservations please go to www.ishinhotels.com or call the hotel directly.

■ 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