

ISHIN HOTELS GROUP PRESS RELEASE

Press Release

February 2012
Ishin Hotels Group

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HILTON NARITA HOTEL LAUNCHES FACEBOOK PAGE

SPECIAL OFFER FOR FANS –

5,000 YEN PER ROOM INCLUDING FIVE SPECIAL BONUSES!
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Ishin Hotels Group has launched its fourth Facebook page – the Hilton Narita Hotel following on from the groups’ sister properties, the b hotels, Okinawa Ishin Hotels and Kyoto Royal Hotel and Spa.

The success of the first three pages has spurred the group on to creating more pages, as they see the importance of social media as a popular tool for successful hotel promotion. They see the opportunity for fans to interact on a one-to-one basis as well as be the first to hear about special offers and promotions. They also have the opportunity to pass these deals on to friends and family so they also have the chance to participate. The offers provided at the Hilton Narita will include not just accommodation but also special events, restaurants and bars, banquets and local attractions.

This is an ideal opportunity for all fans to get on board whether they are Narita locals, domestic guests or international guests travelling around Japan.

Facebook is rapidly increasing its presence in the Japanese market which is why the group has selected Facebook as a platform for communicating with guests and customers. The fan page is available in both English and Japanese language.

Launch Campaign – 5,000 yen per room including five special bonuses

As part of the launch campaign the Hilton Narita Hotel Facebook fan page will offer the following special;

- 1) Each fan will have the opportunity to book a night for only 5,000 yen with some special bonuses as follows: 50% off food menu at any restaurant in hotel, free use of gymnasium, pool, sauna and bath house (reg. 1,575 yen), free welcome drink upon arrival, two hours late check-out at 1:00pm (reg. 11:00am) and free parking for 24 hours (reg. 400 yen). There will be a limit of 500 rooms during the promotion.
- 2) The sale-time period will be from the launch date of 2 February - 29 February 2012
- 3) The booking period is 2 February – 30 April 2012.
- 4) To be eligible for this offer simply ‘Like’ the Hilton Narita Hotel Facebook page and follow the instructions to make bookings using the campaign account name and password provided on the page.

‘This Facebook fan page provides an ideal opportunity for us to interact with our guests and fans’ says Annette MacAndrew, Vice President Sales and Marketing for Ishin Hotels Group. ‘It is also a wonderful way to introduce new guests to Hilton Narita Hotel and to allow them to experience our hospitality’ she says. ‘This Facebook fan page will also provide up-to-date information on Narita, Chiba and the local area and will offer a very interactive page including competitions, special offers and more from the hotel.’

To take advantage of this great offer, please go to the Hilton Narita Hotel page at www.facebook.com/narita.hilton and 'Like' us to find out further information and booking details.

■Inquiries on this news release to:

Ishin Hotels Group (ATTN: Annette MacAndrew)
Kamiyacho Central Place 10F, 4-3-13, Toranomom, Minato-ku, Tokyo, Japan

Tel: 03-5733-7733 Fax: 03-5733-7734

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:	28 (Group total: 844 as of December 2011)
Business description:	Hotel acquisition, ownership, operations & assets management

For more information, please visit www.ishinhotels.com