

For Immediate Release

SEIBU HOLDINGS INC.

Seibu Group's "SEIBU PRINCE CLUB emi" Membership Program for Foreign visitors to Japan
to Commence on Wednesday, July 13

Members can take advantage of the "BEST RATE AVAILABLE" at Prince Hotels in Japan

SEIBU HOLDINGS INC. ("Seibu" below) hereby announces that "[SEIBU PRINCE CLUB emi](#)," its new membership program for foreign visitors to Japan, will commence on Wednesday, July 13, 2016. Seibu also announces that services available through this program, including "BEST RATE AVAILABLE <Prince Basic Member>," have been decided upon.

Details are as follows.

For residents of Japan, Seibu offers its "SEIBU PRINCE CLUB" membership program through which members can qualify for discounts and accumulate points when presenting or using their member's card at various facilities in the Seibu Group. With "SEIBU PRINCE CLUB emi," whose availability is forthcoming, Seibu will offer foreign visitors to Japan a similar membership program that provides them with various benefits and services when they use various Seibu Group facilities ("SEIBU PRINCE CLUB emi" was publically announced on January 20, 2016.).

One of the services available through this membership program out of the many that were recently decided upon is "BEST RATE AVAILABLE," which enables individuals who have yet to become "SEIBU PRINCE CLUB emi" members to reserve an overnight stay using the Prince Hotels & Resorts website and, by applying for membership upon making their reservation, take advantage of Seibu's "BEST RATE AVAILABLE" member benefit service. With this service, members are guaranteed the best deal among rates for comparable plans when making a reservation at a Prince Hotel in Japan, including "The Prince Gallery Tokyo Kioicho" hotel slated to open on Wednesday, July 27.

Starting on Wednesday, July 13, Seibu will conduct related endeavors on its website that include opening a special multilingual webpage and holding a new members campaign.

Having adopted "aiming to become the corporate group at the center of "Tourism-Oriented Japan"" as its group-wide slogan, the Seibu Group seeks to elevate its overall corporate value by further reinforcing the alliance present among its member companies and having more and more foreign visitors to Japan take advantage of its facilities and services. The Seibu Group will market the state of that usage by "SEIBU PRINCE CLUB emi" members and proceed to apply those efforts towards future services directed towards foreign visitors to Japan.

*"Foreign visitors to Japan" referred to here is including Japanese who reside overseas.



SEIBU PRINCE CLUB emi card

Attachment

Overview of SEIBU PRINCE CLUB emi (Membership Program for Foreign visitors to Japan)

1. List of Benefits/Services

Company Name	Facility Name	Benefits/Services	
Prince Hotels	Prince Hotels & Resorts accommodations (hotels/ryokan inns)	BEST RATE AVAILABLE <Prince Basic Member>	Guaranteed best rate among comparable plans when making reservation
		Birthday present (for use during your birthday month)	Suite Room Plan (female guests only)
		Late check-out	Check-out up to 3:00 PM allowed provided that rooms are available
		English-language newspaper provided free of charge	*Does not apply at certain accommodations
	Prince Golf Resorts	Guaranteed best rate for golf	Guaranteed best rate among comparable plans when making reservation
	Prince Snow Resorts	Discount on cost of ski lift tickets	Adults (junior high school student age or older): 500 yen off
	T-Joy Prince Shinagawa/T-Joy Seibu Oizumi	Discount on cost of movie tickets	General entry/students/persons from 3 years of age to junior high school student age: 200 yen off (Does not apply to senior citizens aged 60 or older) *Discount does not apply to 3D screenings *Discount does not apply to late shows
	Karuizawa Sengataki Hot Springs	Discount on cost to enter bath	Adults: 200 yen off / Children: 100 yen off
	Onioshidashi Park	Discount on cost of entry	Adults & children: 200 yen off
	Hakone Komagatake Ropeway	Discount on cost to ride	10% off
	Shin-Yokohama Skate Center	Discount on cost to ice skate	Adults & children: 200 yen off
Seibu Railway	Seibu Tourist Information Center Ikebukuro	Free novelty gift	Put a picture taken of Seibu Tourist Information Center Ikebukuro and your card together up on your SNS account to receive a free novelty gift
Seibu Properties	PePe/BIGBOX Takadanobaba/Karuizawa Prince Shopping Plaza	Free novelty gift	Receive a free novelty gift with purchases totaling 15,000 yen or more
		Price discount	Receive a discount or discount coupon
Seibu Recreation	Seibuen Amusement Park	Discount on cost of entry	Adults, children & senior citizens: 200 yen off
		Discount on cost of One-Day Free Ticket	Adults & children: 200 yen off
		Discount on cost of entry for park & pool	Adults, children & senior citizens: 200 yen off
	DyDo Drinco Ice Arena/ Higashi-Yamato Skate Center	Discount on cost to ice skate	Adults & children: 200 yen off
Izuhakone Railway	Hakone Ashinoko Yuransen Ferry	Discount on cost to ride	10% off one-way fare
	Izu Mito Sea Paradise	Discount on cost of entry	Adults: 400 yen off / Children (from 4 years of age to elementary school student age): 200 yen off
	Hakone Jukkokutoge Cable Car	Discount on cost to ride	10% off standard fare

Izuhakone Railway	Hakone Sekisho Tabimonogatari	Costumes lent free of charge	One-time use for 30 min. free of charge
Seibu Travel	Chichibu Single-Day/Overnight Stay Plan package (Seibu Travel-designated packages)	Free gift with package purchase	Receive mineral water (PET bottle) or a novelty gift free of charge
Yokohama Hakkeijima	Yokohama Hakkeijima Sea Paradise	Preferential price for One-Day Pass (Four aquariums & attractions)	Adults & high school students: 650 yen off / Elementary & junior high school students: 400 yen off Small children (4 years of age or older): 250 yen off / Senior citizens (65 years of age or older): 400 yen off *May be applied to up to 5 visitors including the card holder *Separate charges apply during the winter season
	Aqua Park Shinagawa	Discount on cost of entry	Adults (high school student age or older), elementary & junior high school students and small children (4 years of age or older): 200 yen off *May be applied to up to 5 visitors including the card holder
	Sendai Umino-Mori Aquarium	Discount on cost of entry	Adults, high school students, junior high school students, elementary school students and senior citizens: 200 yen off / Small children: 100 yen off *May be applied to up to 5 visitors including the card holder
Saitama Seibu Lions	Seibu Prince Dome	Discount on cost of entry on day of regular-season professional baseball game	Tickets can be purchased at advance ticket price
Toshimaen	Toshimaen Niwanoyu Hot Springs	Discount on cost of entry	300 yen off *Night Spa excluded
	Toshimaen Amusement & Water Park	Discount on One-Day Ride ticket/pool entry ticket/One-Day Kids' ticket	Adults & children: 400 yen off
Seibu Bus	Seibu Expressway Bus Ikebukuro Ticket Center	Free novelty gift	Receive a novelty gift free of charge when presenting your ticket for a Seibu expressway bus (Web Passenger Slip also accepted)

*Efforts will be made to further enhance benefits/services after this membership program has commenced. Please note that the above benefits/services are subject to change.

2. About Debut Campaign

Upon becoming members and after registering their account information, members will be provided with an original novelty gift free of charge that exudes a sense of Japan.

(1) New Member Campaign

Upon becoming members at hotel reception desks or other eligible locations, members will be handed a clear case (ticket holder) adorned with Japanese-style illustrations together with their member's card.

(2) Account Information Registration Campaign

After registering their account information on the membership program website, members will be provided with a Japanese-paper multi-case free of charge.

3. About Website

Until Tuesday, July 12: <https://club.Seibu Group.jp/emi/> (English only)

Starting Wednesday, July 13: <https://emi.Seibu Group.jp/> (English, Simplified/Traditional Chinese and Korean)

4. Service Name

The "emi" in the name "SEIBU PRINCE CLUB emi" comes from the Japanese word for smile which is "hohoemi" and expresses the Seibu Group's sincere hope that the experiences of international visitors at Seibu Group facilities in Japan will make them smile and also cause them to smile after returning to their home countries when they see the card and remember their enjoyable encounters and the beautiful scenery of their visit to Japan.

5. Card Design

The red section on the left side of the card has "SEIBU PRINCE CLUB emi" printed on it and is meant to express the future as a bright light coming from a doorway. A "cherry blossom" motif was used for the flower petals which flutter about with the light from the door as a representative symbol of Japan and express a comfortable breeze. The design is also given a more Japanese feel by incorporating elements of "kimono" fabric and coloring. The card expresses the Seibu Group's sincere desire to provide our customers with the highest standard of Japanese omotenashi hospitality and memories to make them smile.



SEIBU PRINCE CLUB emi card