

June 27, 2018

For Immediate Release

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Seibu Holdings announces the opening of “The Westin Hapuna Beach Resort”

As of June 26, 2018 (local time), based on its partnership with Marriot International Group member Westin Hotels & Resorts, Seibu Holdings Inc.’s consolidated subsidiary Prince Resorts Hawaii Inc. (Head Office: State of Hawaii, US) will reopen the “Hapuna Beach Prince Hotel,” which it operates on the Island of Hawaii in the State of Hawaii, for business under the new name “The Westin Hapuna Beach Resort.”

Through this partnership, Prince Resorts Hawaii will be able to more effectively highlight its offerings to customers based in The Westin Hapuna Beach Resort’s principal market of North America in addition to the Seibu Group’s customer market based largely in Japan. Alongside improving the business performance of that hotel and the Seibu Group’s Hawaii Business, Prince Resorts Hawaii will continue striving to elevate the value of the Seibu Group as one of its “brand leaders.”

Moreover, to accompany this partnership, Prince Resorts Hawaii has invested approximately 46 million USD to conduct a full-scale renovation to the hotel’s facilities, such as the lobby, guest rooms and restaurants, based on the brand concept of “wellness and relaxation.” As for changes to operational aspects, based on guest requests such as wanting to enjoy the very best unusual experience and wanting to keep to their daily workout routine during their stay at the hotel, Prince Resorts Hawaii will propose wellness programs that involve lending out Westin Heavenly Beds and athletic gear and offering an open-air wellness studio and, in doing so, will endeavor to help guests have a therapeutic and rejuvenating experience.

Through the enhancement of these wellness programs and the major improvement of pathways from the hotel to the expansive ocean nearby that leverage the beachfront location serving as the hotel’s greatest strength, Prince Resorts Hawaii will offer an unprecedented resort experience to its hotel guests.



Message from Kisan Jo, President of Prince Resorts Hawaii Inc.:

“We are extremely excited to have this opportunity to partner up with the Westin brand over what represents its sole presence on the Island of Hawaii. We are confident that our guests will welcome this new hotel, which now enables patrons to experience the spirit and culture of Hawaii in addition to wellness. Moreover, providing the very highest level of service and communicating the allure of resorts through the Westin brand is sure to attract attention for marking the birth of a new trend in luxury hotels on the Island of Hawaii’s Kohala Coast.”

1. Details of Hotel Facilities, Programs, Etc.

(1) Guest Rooms

The Westin Hapuna Beach Resort, which is located atop a hill on the tranquil Hapuna Beach, was designed to serve as an oasis of wellness and relaxation.

Made up of 232 regular rooms and 17 suites, the hotel hosts the most spacious type of guest room type on the Kohala Coast. All guest rooms are equipped standard with Westin Heavenly Beds.



(2) Lobby

The lobby connecting to the guest rooms is called “Ha’ena” in the local Hawaiian dialect. It exudes a sense of both habitability and familiarity, incorporates an open-air and natural environment, and was designed with wellness in mind. Through the introduction of a green curtain on which island flowers and vegetation are placed indoors and newly-readied pot-shaped reception tables, intimate communication is realized between guests and hotel staff when the former check in.

Additionally, designs utilizing the natural colors and patterns of the Island of Hawaii are featured in the Lobby’s interior.



(3) Restaurants

i. “Meridia:” Main dining facility featuring Mediterranean cuisine

The open-air space of this restaurant has been enlarged to feature an open kitchen, craft cocktails and more. Menu offerings are prepared with a wealth of local ingredients such as ham, seafood and homemade bread. Part of the restaurant serves as a Members’ Lounge.



ii. “Naupaka Beach Grill:” Casual restaurant on the Pacific rim

A creative restaurant where guests can enjoy highly-varied types of local beer with a salad, sandwich or another light meal. The sunset viewed from the poolside grill is divine.



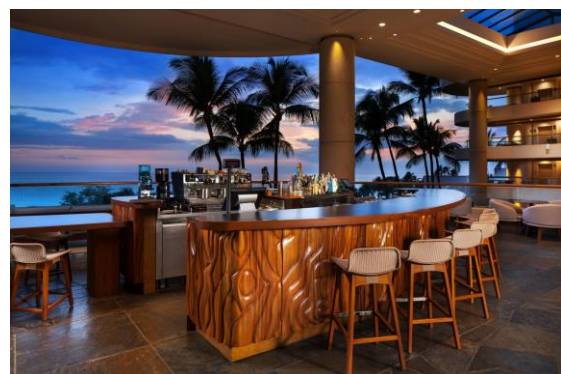
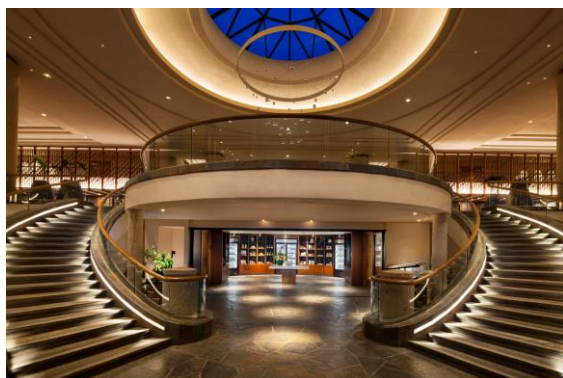
iii. “Ikena Landing:” Outdoor restaurant

An open-air breakfast venue where guests can enjoy a delicious à la carte menu and a gorgeous buffet.



iv. “Pico Coffee & Bar:” Barista bar located at the resort’s center

Serves 100% Kona coffee, liquor and light meals. Also offers a takeout menu.



(4) Pools

At the newly-built pool for the exclusive enjoyment of adults, guests can enjoy cabanas (private spaces), a lounge, floating chairs and more in a calm space. A family pool also rests next to the Hapuna Beach, which was recognized with an award for being the most beautiful beach in the US.



(5) Westin Family Program

The hotel offers a kids' program geared towards modern families that enables adults and children to separately enjoy activities unique to this location.

Hands-on programs that utilize Mother Nature are also available.

(6) Wellness

In addition to the "Westin Workout Fitness Studio," which is equipped with equipment by wellness manufacturers Peloton and TRX and sports an open-air design, a cross-fitness studio has been installed in the hotel. For guests who do not want to alter their fitness routine, the hotel also offers the "Run Westin Program."

(7) Mauna Kea Beach Hotel

A sister hotel owned and operated by Prince Resorts Hawaii that is located adjacent to The Westin Hapuna Beach Resort. Together, these two facilities make up a gorgeous, world-class resort that is blessed by the pristine weather of the Kohala Coast.



(8) Facility Overview

New Name: The Westin Hapuna Beach Resort

Total Amount of Investment: Approx. 46 million USD

Construction Period: Late August 2017 – June 2018

Number of Floors in Building: 6 floors above ground; 0 floors below ground
(No change prior to and after renovation)

Number of Guest Rooms: 249 rooms following renovation (350 rooms prior to renovation)

Ancillary Facilities: Golf course, shops, restaurants and pools

Location: Island of Hawaii, State of Hawaii, US

Site Area: Approx. 1,140,000 m²