

June 10, 2015

Prince Hotels
concludes marketing alliance agreement with
"Jin Jiang International Hotel Management"
in order to increase brand awareness within China

On June 10, 2015, Prince Hotels, Inc. (Head Office: Toshima-ku, Tokyo; President & CEO, Masanori Kobayashi) concluded a marketing alliance agreement with "Jin Jiang International Hotel Management Company Limited" (Hereinafter "Jin Jiang International Hotel Management"), a leading hotel operation company within China.

Prince Hotels is a leading Japanese hotel and leisure business which operates 49 hotels (41 within Japan, 8 overseas), 31 golf courses (28 within Japan, 3 overseas), and 10 ski courses (9 within Japan, 1 overseas) and will newly open Prince Hotels' newest luxury hotel "The Prince Gallery Tokyo Kioicho" in the summer of 2016.

Prince Hotels is providing services based on Japanese "*omotenashi* hospitality" within China with promotional activities from its "Shanghai Office" and the opening of the "Lake Songhua Seibu Prince Hotel" and "Lake Songhua Ski Course" in January 2015.

Adding this marketing alliance to these existing projects will allow the company to further increase brand awareness and promote further usage within China.

Jin Jiang International Hotel Management has a portfolio of over 120 distinctive star rated hotels with a room inventory of over 35, 000 hotel rooms spread across 76 cities in China. Under the Jin Jiang branding concept, the company has a new premium "J" hotel brand, five star luxury properties and four star business properties.

This Marketing Alliance Agreement is aimed at further promoting the appeal of both companies with China and Japan through promotions and website tie-ups.

Marketing Alliance Overview

[Promotion Tie-ups] Promotion to loyalty program members, etc.

[Website tie-ups] Reciprocal hyperlinks

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Seibu Group
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Prince Hotels, Inc. Corporate Profile

[Company Name]	Prince Hotels Inc.
	Chinese Name: 日本株式会社王子大饭店
[Head Office Address]	3-1-5, Higashi-ikebukuro, Toshima-ku, Tokyo
[Founded]	1956
[Capital]	3.6 Billion Yen
[Number of Hotels]	49 Hotels (As of May 2015) *Including F/C, M/C



Prince Hotels, Inc. (Head Office: Toshima-ku, Tokyo, Japan; President & CEO, Masanori Kobayashi) is one of Japan's leading hotel and leisure companies and the core company of the Seibu Group, comprised of 55 companies both within Japan and overseas mainly consisting of "urban transportation and development of areas along transportation routes", "hotel and leisure" and "real estate" businesses.

Under its 3 main brands, "The Prince", "Grand Prince Hotel" and "Prince Hotel", the company operates 41 directly operated hotels in world-famous cities and resort areas throughout Japan including Tokyo, Kyoto, Hiroshima, Karuizawa, Hakone, Sapporo and Furano, where it specializes in providing its unique brand of Japanese "*omotenashi* hospitality spirit and techniques", refined over the years since the company's founding, and boasts the top sales in Japan's hotel industry.

In addition to hotels, the company also operates a variety of other unique facilities within Japan including golf courses (28 resorts within Japan), ski resorts (10 resorts within Japan), *onsen* hot spring resorts, tennis courts, movie theaters and aquariums, and both prides itself and takes responsibility for creating more enjoyable, happier experiences for customers by providing multifaceted support for every aspect of customer travel including accommodation, tourism and amusement.

The company also actively develops businesses (8 hotels, 3 golf courses and 1 ski resort) overseas through franchises, management subcontracting and other operational formats in locations in Hawaii, China, Taiwan, and Malaysia, and maintains sales offices in major cities throughout the world (Honolulu, Los Angeles, Paris, Singapore, Shanghai, Taipei, Bangkok) to promote the brand worldwide.

Jin Jiang International Hotel Management Corporate Profile

[Company Name]	Jin Jiang International Hotel Management Company Limited Chinese Name: 锦江国际酒店管理有限公司
[Head Office Address]	6/F, 889 South Yang Gao Road, Pudong, Shanghai 200127, China
[Founded]	1992
[Capital]	4 Billion Yen
[Number of Hotels]	120 Hotels (As of May 2015)
[Website]	http://hotels.jinjiang.com



Jin Jiang International Hotel Management Company Ltd. (Jin Jiang International Hotels) has a portfolio of over 120 distinctive star rated hotels with a room inventory of over 35, 000 hotel rooms spread across 76 cities in China. Under the Jin Jiang branding concept, the company has a new premium “J” hotel brand, five star luxury properties and four star business properties.

Jin Jiang International Holdings Company Ltd. (“Jin Jiang” or the “Group”), is China’s premier hospitality conglomerate, owner, developer and operator of hotels across all market segments. The Group manages, through its wholly owned subsidiary Jin Jiang International Hotel Management Company Ltd., the entire portfolio of owned and/or operated four and five-star hotels and its sister company Jin Jiang Inn which focuses on budget hotels. Jin Jiang International Hotels (Group) Company Ltd. is the leading operator and manager of hotels in China. Overall, the Group owns and operates a collection of over 1,767 hotels globally, and has a total room inventory in excess of 258, 000. Amongst them, 1,339 distinctive hotels and inns are located in more than 310 cities and towns within 31 provinces, autonomous regions and municipalities across China.

Every Jin Jiang hotel is a memorable reflection of its destination’s unique style and culture. Jin Jiang International Hotels, with its qualified hotel management background and passion for excellence, dedicates itself to offering reputable hospitality services to its valued customers. With experience originating from the 1920s, its core competitiveness has accelerated in recent years. Together, the professional corporate and hotel management teams have extensive international hospitality experiences and backgrounds. This renowned company is rapidly growing and continues to strengthen and build its brand presence in China in addition to building into a strong internationally known brand.