

For Immediate Release

SEIBU HOLDINGS INC.

Seibu Group to Conduct New Members' Campaign at Narita/Haneda Airport for its "SEIBU PRINCE CLUB emi" Membership Program for Foreign Visitors to Japan

SEIBU HOLDINGS INC. ("Seibu" below) has been offering "[SEIBU PRINCE CLUB emi](#)", its membership program for foreign visitors to Japan, since July 2016. This is to announce that starting Sunday, June 25, 2017, to make it easier for foreign visitors to Japan to join "SEIBU PRINCE CLUB emi", Seibu will conduct a new members' campaign for up to 20,000 such visitors who use a Wi-Fi router rental service provided at Narita Airport or Haneda Airport.

Details are as follows.

"SEIBU PRINCE CLUB emi" is a membership program for foreign visitors to Japan that enables members to qualify for the "BEST RATE AVAILABLE" at Prince Hotels and take advantage of a variety of benefits and services when they visit facilities under the Seibu Group all across Japan, such as golf courses, ski slopes and shopping facilities.

In collaboration with Vision Inc. ("Vision" below), Seibu will issue a "SEIBU PRINCE CLUB emi card" to foreign visitors to Japan who rent "NINJA Wi-Fi," a Wi-Fi router rental service for such visitors provided by Vision at Narita Airport and Haneda Airport. After receiving their card, cardholders who show the post-membership registration screen on their smartphone or other device at the inbound tourism building for foreign visitors to Japan that Vision operates in Tokyo's Shinjuku City will be handed a 500-yen discount ticket that can be used at Shinjuku Prince Hotel and Seibu Shinjuku PePe (one of shopping facilities), both of which are located nearby.

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.

1. Guidance on New Membership at Narita Airport/Haneda Airport

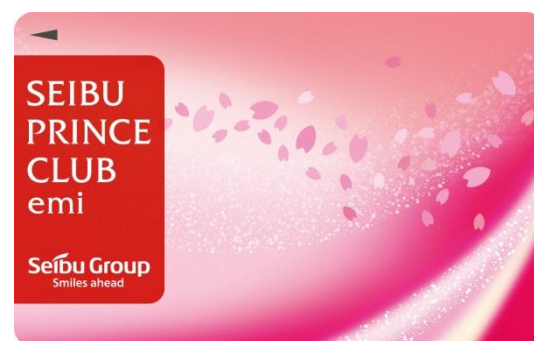
(1) Guidance Period

Starting Sunday, June 25, 2017; up to 20,000 new members

(2) Guidance Location

Narita Airport: NINJA Wi-Fi Handover Counter provided by Vision

Haneda Airport: NINJA Wi-Fi Counter on 2nd Floor of International Terminal



SEIBU PRINCE CLUB emi card

2. Distribution of Discount Coupon

(1) Distribution Period

Sunday, June 25 – Saturday, September 30, 2017

(2) Conditions for Distribution and How to Use Card

i. After receiving their SEIBU PRINCE CLUB emi card at the NINJA Wi-Fi Counter at Narita Airport or Haneda Airport,

visitors register their member information on the following website:

<https://emi.seibugroup.jp/en/member/mypage/auth.html>

- ii. When they show the post-membership registration screen on their smartphone or other device at the inbound tourism building for foreign visitors to Japan (building address: 1-14-5 Kabuki-cho, Shinjuku-ku, Tokyo), visitors will receive a 500-yen discount coupon that they can use at Shinjuku Prince Hotel or Seibu Shinjuku PePe.

*The 500-yen discount coupon can be redeemed when making a purchase of at least 2,500 yen at either facility.

Reference

[List of Benefits/Services Available to SEIBU PRINCE CLUB emi Members]

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
		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
Hakone-En Aquarium	Discount on cost of entry	Adults: 300 yen off / Children: 150 yen off	
Seibu Railway	Seibu Tourist Information Center Ikebukuro	All-you-can-ride pass	SEIBU 1Day Pass: 1,000 yen SEIBU 2Day Pass: 2,000 yen *Unlimited rides for all Seibu lines (excluding the Tamagawa Line)
			SEIBU 1Day Pass + Nagatoro: 1,500 yen SEIBU 2Day Pass + Nagatoro: 2,000 yen Unlimited rides for all Seibu lines (excluding the Tamagawa Line) + a designated section of the Chichibu Railway
		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
	Matsuri No Yu Hot Springs area at Seibu-Chichibu Station	Discount on cost of entry	Adults: 50 yen off; children: 30 yen off on weekdays, 40 yen off on Saturdays, holidays and other specific days
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 Jukkokuotoge Cable Car	Discount on cost to ride	10% off standard fare
	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	MetLife 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/One-Day Summer ticket/pool entry ticket/One-Day Kids' ticket	Adults & children: 400 yen off
Seibu Bus	Seibu Expressway Bus Ikebukuro Ticket Center	Special fare	Hakone Line "Prince Express Hakone Lake Ashinoko" One-way fare: Flat 1,000 yen (no specified stops for boarding and disembarking)
		Free novelty gift	Receive a novelty gift free of charge when presenting your ticket for a Seibu expressway bus (Web Passenger Slip also accepted)
Ohmi Railway	Hachimanyama Ropeway	Discount on cost to ride	10% off
	Shizugatake Lift	Discount on cost to ride	10% off
	"OHHI MARINE" Biwako Sightseeing Tour Boat	Discount on cost to ride	20% off *Only applies to Chikubu Island cruises and Take Island cruises departing from and returning to Hikone Port (sea excursion tours and island visit tours)

*Efforts will be made to further enhance benefits/services going forward. Please note that the above benefits/services are subject to change.