

SEIBU PRINCE CLUB emi

Seibu Group  
Smiles ahead

November 20, 2017

For Immediate Release

SEIBU HOLDINGS INC.

Seibu Group to Commence Point Award Service under “SEIBU PRINCE CLUB emi”  
Membership Program for Foreign Visitors to Japan Starting February 2018  
-Will run “SEIBU GROUP's Make You Smile Campaign 2018!” starting Tuesday, January 16, 2018-

The Seibu Group offers foreign visitors to Japan a membership program called “SEIBU PRINCE CLUB emi.” Starting February 2018, the Group will commence a new service under SEIBU PRINCE CLUB emi for awarding “PRINCE POINTS” to members. To precede the commencement of this new service, the Seibu Group will run a campaign entitled “SEIBU GROUP's Make You Smile Campaign 2018!” starting Tuesday, January 16, 2018.

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.

As a new additional service, starting February 2018, the Seibu Group has decided to offer a service for awarding PRINCE POINTS, which accumulate according to the amount that SEIBU PRINCE CLUB emi members spend when they use Seibu Group facilities across Japan.

With the PRINCE POINTS award service, customers receive 1 PRINCE POINT for each 108 yen that they spend. These points can be redeemed for products that can be used at Seibu Group facilities depending on the number of points accumulated. Details such as descriptions of redeemable products for foreign visitors to Japan and how they will be delivered to customers will be provided in January 2018.

With the start of this PRINCE POINTS award service, in addition to compelling its foreign customers who are visiting Japan to repeatedly take advantage of Seibu Group facilities, the Group will proceed to enhance its customer base through promoting customer relationship management (CRM) activities.

Additionally, in the campaign that the Seibu Group will run starting Tuesday, January 16, 2018, the Group will conduct the “SEIBU PRINCE CLUB emi's Hohoemi Prize Draw 2018!” in which customers can win PRINCE POINTS and more when they enter the campaign through SEIBU PRINCE CLUB emi's dedicated website. Moreover, various companies under the Seibu Group will also offer special deals through campaigns. In this fashion, the Seibu Group will endeavor across the group to compel numerous foreign customers who are visiting Japan to visit the various facilities under the Group and help their stay in Japan become a more enriching one.



SEIBU PRINCE CLUB emi card

## PRINCE POINTS Award Service

1. Service Commencement Date

February 2018

2. Point Award Rate

1 PRINCE POINT awarded for every 108 yen spent

3. Other

Details such as descriptions of redeemable products and how they will be delivered to customers will be provided in January 2018.

### “SEIBU GROUP's Make You Smile Campaign 2018!”

1. Campaign Period

Tuesday, January 16 – Saturday, March 31, 2018

2. Name of Campaign

SEIBU GROUP's Make You Smile Campaign 2018!

3. Description of Campaign

**(1) SEIBU PRINCE CLUB emi's Hohoemi Prize Draw 2018!**

Fifty SEIBU PRINCE CLUB emi members who enter this campaign from the program's dedicated website and spend 2,000 yen or more during the campaign period will be selected by lottery to receive PRINCE POINTS or a PRINCE TICKET. Furthermore, members can double their chances of winning when they reserve a Member's Plan on Prince Hotels and Resorts' official website (<http://www.princehotels.com>) and stay at those accommodations during the campaign period.

<Present details>

- 5,000 PRINCE POINTS: for 25 members who join this campaign
- PRINCE TICKET worth 5,000 yen: for 25 members who join this campaign

**(2) New Membership Campaign (free novelty goods provided with new membership)**

Individuals who apply for SEIBU PRINCE CLUB emi membership over the counter at a Prince Hotel or another of the SEIBU PRINCE CLUB emi member establishments (within Seibu Group facilities) located across Japan will receive free original novelty goods (a clear case). For example, individuals may apply to become a member at the reception desk of a Prince Hotel upon their stay.

\*Individuals who apply for membership at the same time that they book accommodations over Prince Hotels and Resorts' official website are also eligible to receive this clear case.



**(3) Campaigns Planned by Seibu Group Member Companies**

Group Company Name	Campaign Name	Campaign Period/ Description	Name of Applicable Facilities
Prince Hotels	1 <sup>st</sup> Anniversary Campaign	<p>Until Saturday, March 31, 2018</p> <p>Individuals who book hotel accommodations with SEIBU PRINCE CLUB emi member rates on Prince Hotels and Resorts' official website will receive a free breakfast during their hotel stay.</p>	Prince Hotels and Resorts hotel facilities
Seibu Railway	Winter Campaign	<p>Tuesday, January 16 – Saturday, March 31, 2018</p> <p>Twenty individuals who present a registered SEIBU PRINCE CLUB emi card will be selected by lottery to receive a special-deal “SEIBU RAIL PASS” ticket. Furthermore, all members who present their card will receive original LAIMO merchandise without exception.</p>	Seibu Tourist Information Center Ikebukuro
Seibu Properties	Winter Festival	<p>Tuesday, January 16 – Wednesday, February 28, 2018</p> <p>Individuals who make at least 5,000-yen worth of purchases on the same day will receive free novelty goods at the SEIBU PRINCE CLUB Counter or at Information.</p>	Seibu Shinjuku PePe, Seibu Hon-Kawagoe PePe, Seibu Hanno PePe, Seibu Iruma PePe, Brick St., BIGBOX Takadanobaba, Shin-Yokohama Prince PePe, Karuizawa Prince Shopping Plaza
Seibu Recreation	Winter Campaign	<p>Tuesday, January 16 – Saturday, March 31, 2018</p> <p>Individuals who spend at least 10,000 yen upon their stay and present their SEIBU PRINCE CLUB emi card will receive a pair of chopsticks free of charge for use at Restaurant Tengaiten at the Kikusuitei Chinese Cuisine Inn.</p> <p>*This offer is not good for the use of on-site facilities that exclude accommodations.</p>	Kikusuitei Chinese Cuisine Inn
		<p>Tuesday, January 16 – Saturday, March 31, 2018</p> <p>Individuals who spend at least 5,000 yen in the merchandise sales area and present their SEIBU PRINCE CLUB emi card will receive an original “Matsuri No Yu Hot Springs area at Seibu-Chichibu Station” hand towel!</p> <p>*The hand towel will be handed over at the duty-free counter located in the merchandise sales area.</p> <p>*Purchases made in the hot springs area and at the food court do not count towards this offer.</p>	Seibu Chichibu Ekimae Onsen Matsuri No Yu Hot Spring

Toshimaen	Bade Pool Trial Campaign	Tuesday, January 16 – Wednesday, February 28, 2018  Individuals who present their SEIBU PRINCE CLUB emi card can rent a bathing suit free of charge.	Toshimaen Niwanoyu Hot Springs
Yokohama Hakkeijima	Get an even better deal on a One-Day Pass when you show your card!	Tuesday, January 16 – Saturday, March 31, 2018  Individuals who present their SEIBU PRINCE CLUB emi card upon purchasing a One-Day Pass will get an even bigger discount on their One-Day Pass than when they normally show their card!  *The discount ranges from 300 yen to 1,050 yen depending on the period and type of pass.	Yokohama Hakkeijima Sea Paradise
	Receive a free drink when you purchase an aquarium entry ticket	Tuesday, January 16 – Saturday, March 31, 2018  Individuals who present their SEIBU PRINCE CLUB emi card upon purchasing an aquarium entry ticket will receive a free drink.  *Alcohol is only served to persons who are at least 20 years of age.	Aqua Park Shinagawa *The name of this facility will be changed to “Maxell Aqua Park Shinagawa” as of December 1, 2017.
	Receive free original merchandise when you purchase an aquarium entry ticket!	Tuesday, January 16 – Saturday, March 31, 2018  Individuals who present their SEIBU PRINCE CLUB emi card upon purchasing an aquarium entry ticket will receive original merchandise.	Sendai Umino-Mori Aquarium
Izuhakone Railway	New Membership & Card Usage Campaign	Thursday, February 1 – Saturday, March 31, 2018  Individuals who apply for membership will receive “Jukkokutoge No Oishii Mizu” natural mineral water free of charge. Furthermore, individuals who present their SEIBU PRINCE CLUB emi card upon purchasing passenger tickets or items at the merchandise shop will receive an original clear file free of charge.	Hakone Ashinoko Yuransen Ferry, Hakone Jukkokutoge Cable Car, Hakone Sekisho Tabimonogatarikan
Ohmi Railway	New Membership & Card Usage Campaign	Tuesday, January 16 – Saturday, March 31, 2018  Individuals who present their SEIBU PRINCE CLUB emi card at applicable facilities upon becoming new members or making a purchase will receive a 20% discount on passenger tickets.	Hachimanyama Ropeway
Seibu Bus	Naeba White Snow Shuttle Bus Campaign	Tuesday, January 16 – Wednesday, March 21, 2018  Individuals who present a “Naeba White Snow Shuttle” passenger ticket together with their SEIBU PRINCE CLUB	Seibu Expressway Bus Ikebukuro Ticket Center

		emi card at the Seibu Expressway Bus Ikebukuro Ticket Center will receive an original Seibu Bus stationary set free of charge. *Any kind of "Naeba White Snow Shuttle" passenger ticket is acceptable.	
Seibu Travel	Winter Campaign	Tuesday, January 16 – Saturday, March 31, 2018  Individuals who apply for membership will receive an original Japan Airlines mug or a clear file free of charge (first 20 applicants only).	Ikebukuro Sales Office  Takadanobaba Sales Office

\*Efforts will be made to further enhance campaigns planned by Seibu Group member companies going forward. Please note that the above campaign content is subject to change.

4. "SEIBU GROUP's Make You Smile Campaign 2018!" Website (scheduled to go online on November 21)

English: [https://emi.seibugroup.jp/en/privilege/membership\\_campaign/201801/](https://emi.seibugroup.jp/en/privilege/membership_campaign/201801/)

Chinese (Simplified): [https://emi.seibugroup.jp/zh-cn/privilege/membership\\_campaign/201801/](https://emi.seibugroup.jp/zh-cn/privilege/membership_campaign/201801/)

Chinese (Traditional): [https://emi.seibugroup.jp/zh-tw/privilege/membership\\_campaign/201801/](https://emi.seibugroup.jp/zh-tw/privilege/membership_campaign/201801/)

Korean: [https://emi.seibugroup.jp/ko/privilege/membership\\_campaign/201801/](https://emi.seibugroup.jp/ko/privilege/membership_campaign/201801/)

5. Other

In order to bolster its promotional efforts in the US, on Sunday, December 3, 2017, the Seibu Group will air a program on travel in Japan set in Karuizawa, where the Group owns resort facilities, and Kioi-cho, Tokyo, where the Group owns urban facilities, on CNBC, a major American news channel. The program will also feature SEIBU PRINCE CLUB emi to illustrate the special privilege that comes with being a member.

Broadcast Date: Sunday, December 3, 2017

2:00 PM – 2:30 PM Pacific Standard Time (Los Angeles, San Francisco, etc.)

4:00 PM – 4:30 PM Central Standard Time (Chicago, Houston, etc.)

5:00 PM – 5:30 PM Eastern Standard Time (New York, Washington, D.C., etc.)

News Release URL: <http://v4.eir-parts.net/v4Contents/View.aspx?template=announcement&sid=39083&code=9024>

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
	KOSÉ 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: 3,000 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: 300 yen off Children & senior citizens: 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
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	Adults & children: 400 yen off

		Kids' ticket	
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 *The name of this facility will be changed to "Maxell Aqua Park Shinagawa" as of December 1, 2017.	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
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
	Hakone Sekisho Tabimonogatarikan	Discount on Matcha green tea experience	500 yen off
Ohmi Railway	Hachimanyama Ropeway	Discount on cost to ride	10% off
	Shizugatake Lift	Discount on cost to ride	10% off
	"OHMI 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)
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
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)
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

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