

SEIBU PRINCE CLUB emi

Seibu Group
Smiles ahead

January 22, 2018

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 Thursday, February 1
And Information on Redemption of Points for Products Provided Below

The Seibu Group offers foreign visitors to Japan a membership program called “SEIBU PRINCE CLUB emi.” Starting Thursday, February 1, the Group will commence a service under SEIBU PRINCE CLUB emi for awarding “Prince Points” to members, and the products for which accumulated points can be redeemed have been decided upon. Moreover, to accompany the commencement of this new service, the Seibu Group will run a “Prince Points Entry Campaign!”

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 Thursday, February 1, the Seibu Group will commence 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 “Hotel Vouchers” for Prince Hotel facilities in Japan or “Printed Vouchers” that can be used at Seibu Group facilities depending on the number of points accumulated.

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 “Prince Points Entry Campaign!” that the Seibu Group will run starting Thursday, February 1, customers can win point prizes awarded through a lottery when they use the Prince Points in their possession to enter the campaign and apply for their prize of choice 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 is endeavoring 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

Thursday, February 1, 2018

2. Point Award Rate

1 PRINCE POINT awarded for every 108 yen spent

3. Products for Which Points Can Be Redeemed

(1) When redeemed online

Products: "Hotel Vouchers" for Prince Hotel facilities (in Japan only) ...Starting from 5,000 points

*Hotel Vouchers for which points have been redeemed will be delivered to members' registered sending address in approx. 2 to 3 weeks.

(2) When redeemed using Pripocheckers (point verifiers and exchangers) installed at Prince Hotel, PePe, emio and other facilities

Products: "Vouchers" that can be used at Seibu Group facilities

300-Yen Voucher ...300 points

400-Yen Voucher ...400 points

500-Yen Voucher ...500 points

*These vouchers are printed when points are redeemed at Pripocheckers.

*Please see the SEIBU PRINCE CLUB emi website for facilities where Pripocheckers are installed and their operating hours.

"Prince Points Entry Campaign!"

1. Campaign Period

Starting from Thursday, February 1, 2018

2. Description of Campaign

This campaign can only be entered from the My Page website. Upon using Prince Points to enter the campaign, members can win fantastic point prizes awarded through a lottery in accordance with the following guidelines.

(1) February prize: "Entry Points X 200"

- Entry period: Thursday, February 1 – Wednesday, February 28, 2018
- Number of points needed: 10
- Prize: 100 members will be selected by lottery to win 2,000 points

(2) March prize: "Entry Points X 100"

- Entry period: Thursday, March 1 – Saturday, March 31, 2018
- Number of points needed: 10
- Prize: 100 members will be selected by lottery to win 1,000 points

3. Other

The “SEIBU GROUP's Make You Smile Campaign 2018!” that has been conducted by the Seibu Group since January 16, 2018 will run until Saturday, March 31.

English: https://emi.seibugroup.jp/en/privilege/membership_campaign/201801/

Simplified Chinese: https://emi.seibugroup.jp/zh-cn/privilege/membership_campaign/201801/

Traditional Chinese: https://emi.seibugroup.jp/zh-tw/privilege/membership_campaign/201801/

Korean: https://emi.seibugroup.jp/ko/privilege/membership_campaign/201801/

●SEIBU PRINCE CLUB emi Website

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Simplified Chinese: <https://emi.seibugroup.jp/zh-cn/>

Traditional Chinese: <https://emi.seibugroup.jp/zh-tw/>

Korean: <https://emi.seibugroup.jp/ko/>

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/Karuzawa 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 Kids' ticket	Adults & children: 400 yen off
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
	Maxell 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
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 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.