

PRESS RELEASE

October 17, 2011

Hotel Okura Co., Ltd.

JR Kyushu Huis Ten Bosch Hotel Co., Ltd.

ANA HOTEL JR HUIS TEN BOSCH, which is operated by JR Kyushu Huis Ten Bosch Hotel Co., Ltd. (10 Huis Ten Bosch-Cho, Sasebo City, Nagasaki, JAPAN; President & CEO: Masahiro Yamada) will change its name to Hotel Okura JR Huis Ten Bosch, and join Okura Hotels & Resorts (OHR), a hotel chain which is operated by Hotel Okura Co., Ltd. (Hotel Okura) on April 1, 2012. This hotel will provide services with sincerity and Hotel Okura's know-how as Hotel Okura, a brand with the vision of strengthening global competitiveness and establishment its position as a Japan-originating global hotel chain that contributes to Japan's hotel industry.

<Summary>

The franchise agreement between IHG ANA Hotels Group Japan and ANA HOTEL JR HUIS TEN BOSCH will expire on March 31, 2012, and JR Kyushu Huis Ten Bosch Hotel Co., Ltd. has concluded "Operation Support Agreement" with Hotel Okura to join OHR as one of OHR member hotels. Hotel Okura's vision to "strengthen its global competitiveness and to establish its position as a Japan-originating global hotel chain", and ANA HOTEL JR HUIS TEN BOSCH's vision to "maintain good relationship with local guests and pursue higher quality of services and products" coincide, and the two business organizations have entered this agreement.

The hotel will step up efforts to provide Best A.C.S. (Best Accommodation, Best Cuisine, and Best Service), the Hotel Okura's corporate philosophy, and to realize more customer satisfaction and patronage.

<Brief summary of contract>

- Using logo marks and brand name of "Hotel Okura" and "Okura Hotels & Resorts"
- Providing sales & marketing services of "Okura Hotels & Resorts"
- Offering reservation services at Okura Hotels & Resorts central reservation office
- Sales and Promotion activities at Okura Hotels & Resorts 10 overseas sales network
- Sales and Promotion activity to the members of Customer Loyalty Program "Okura Club International"
- Offering basic know-how and advices for service quality improvement
- Joint purchasing

<New Hotel name and New Logo>

- New Hotel name
"Hotel Okura JR Huis Ten Bosch"
- New Logo
Please refer to "Appendix" attached on this news release

<Further Schedule>

- December 1, 2011, Thursday: Starting reservation of stay, wedding, banquet under the brand name of
Hotel Okura JR Huis Ten Bosch
- April 1, 2012, Sunday : Opening with new brand name

Concluded.

<Hotel Okura Co., Ltd.>

Company name: Hotel Okura Co., Ltd.
Location: 2-10-4 Toranomom, Minato-ku, Tokyo 105-0001 Japan
URL: www.okura.com
Establishment: December 1958
Capitalization: 3,000 million yen
Consolidated sales: 54,674 million yen (FY2011)
President: Toshihiro Ogita
Employees: 3,401 regular employees at consolidated companies (FY2011)
Business Operations: Owning hotel properties and owning and managing hotel companies
Management contracts and technical assistance for chain hotels
Owning and managing hotel-related companies
Consulting business on hotel development and operation

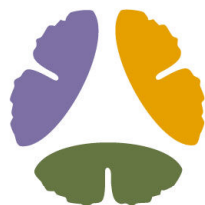
<JR Kyushu Huis Ten Bosch Hotel Co., Ltd.>

Company Name: JR Kyushu Huis Ten Bosch Co., Ltd.
Location: 10 Huis Ten Bosch Cho, Sasebo-shi, Nagasaki, 859-3296
URL: www.anahotel-jrhtb.co.jp (As of October 17, 2011)
Establishment: August 1990
Capitalization: 1,000 million yen
Sales: 2,615 million yen (FY2011)
President: Masahiro Yamada
Employees: 160 employees
Business Operation: Hotel and Restaurants management, Car parking management and related businesses

Media Contacts

Hotel Okura Co., Ltd.
Junko Igarashi & Hiroko Kobayashi
Planning & PR
2-10-4 Toranomom, Minato-ku, Tokyo
105-0001 Japan
TEL:81-3-3224-6760 FAX:81-3-3224-7264

JR Kyushu Huis Ten Bosch Co., Ltd.
Junichiro Kawahara & Tatsuya Shigemura
Planning & Marketing
10 Huis Ten Bosch-Cho, Sasebo City, Nagasaki,
859-3296 Japan
TEL:81-956-58-7111 FAX:81-956-58-7150



Hotel Okura
JR HUIS TEN BOSCH

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