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<Press Release >

New Services of Reservation and Loyalty Programs for Okura and RIHGA Royal
Start from October 1, 2008

Future Business Development of Orange Marketing Services, Japan Co., Ltd.

Orange Marketing Services, Japan Co., Ltd.

Tokyo, Japan – October 1, 2008 - Orange Marketing Services, Japan Co., Ltd., a joint-venture company formed by Hotel Okura Co., Ltd. and The Royal Hotel, Ltd. has started from October 1, 2008, new services such as the reservation services in Japan for two hotel companies, which are as well-known as two of the best luxury hotels in Japan, in order to improve benefits and usability for customers. Also members of the both hotels' loyalty programs can earn the points when they stay at any of Hotel Okura and Royal Hotel and redeem their earning points for reward stays at both hotels.

Orange Marketing Services, Japan Co., Ltd. was established on June 10, 2008 and started its business operation from August. Currently, the Company was entrusted with marketing operation from Okura and Royal and has already started domestic and international joint sales activities with Okura Hotels & Resorts, RIHGA Royal Hotels, and their associated hotels.

In the near future, the Company will provide its clients various services such as consulting, sales supports from international sales offices and central reservation center functions.

Orange Marketing Services, Japan Co., Ltd. continues to offer marketing services with vast experience and know-how of the hospitality industry and make utmost effort to contribute to the entire industry's development.

For details on the future development and new services, please see attached.

New Services and Future Development of Orange Marketing Services, Japan Co., Ltd.

1. Reinforcement of group marketing operations for Okura Hotels & Resorts and RIHGA Royal Hotels

1. Commencing reservation services for both hotels (October 1, 2008)

Orange Marketing Services, Japan Co., Ltd. (ORM) has started reservation services for RIHGA Royal Hotels in addition to the existing hotels, such as 23 hotels of Okura Hotels & Resorts, six(6) hotels of Banyan Tree Hotels & Resorts and nine(9) hotels Taj Hotels Resorts and Palaces, which ORM has already been providing the same service. With this new addition, total number of hotels ORM is providing this service is 48 hotels. To make reservations, customers can use toll-free dials of Okura Hotels & Resorts and RIHGA Royal Hotels (Okura Hotels & Resorts: 0120-003741 / RIHGA Royal Hotels: 0120-116180), which cover the entire Japan region, and reservations and cancellations for both hotel groups and associate hotels of Okura Hotels Groups can be made through these numbers.

In the future, the same service will be provided on brands' websites, and the Company will improve the customer service level as well as the integration of customer management system.

2. New service rewarding points to members of loyalty program of Okura Hotels & Resorts and RIHGA Royal Hotels (October 1, 2008)

In order to improve service standard for members of the loyalty programs of both hotels, from October 1, 2008, as the exclusive service for users of ORM Central Reservation Center, members of both hotels' loyalty programs can earn the points when they make reservations through the central reservation center and stay at any hotels of Okura and RIHGA Royal. This enables members to earn points more easily.

Since ORM started its business operation on August 1, 2008, members are entitled to special rates and benefits and redeem their earning points for reward stays at any hotel of both companies. In addition to this, members can enjoy this additional benefit. ORM will continuously pursue and improve the usability and benefits to its members of both hotels' loyalty programs for customer satisfaction.

■ Double Points Campaign exclusive for Users of ORM Reservation Center

To commemorate commencing new service of rewarding points to the members of both hotels, double points will be rewarded, when members make reservations through ORM Reservation Center and stay any hotels of both companies.

This offer is valid when the members make reservations through ORM Reservation Center and check in during the period between October 1, 2008 and December 18, 2008.

3. Integration and Improvement of Sales Promotional Tools

- (1) Directories and the other print media of Okura and RIHGA Royal, which carry general information of the both hotel companies will be integrated into one joint directory to increase the volume of information provided while maintaining the each hotel group's brand image.
- (2) Newsletter "Okura Connections" (Japanese/English) targeted for travel agencies will also be renewed and deliver most updated information and various news on both hotels while maintaining both hotels' brand images.
- (3) Such as E-directory, digital sales tools published by Okura Hotels & Resorts, creatives which two hotel companies have had will be shared and improved together.

4. Joint Sales Activity

Domestic and international sales missions (sales activities, business negotiation, receptions, etc. by sales representatives of individual hotel) will be operated by Okura and RIHGA Royal, as well as Banyan Tree Hotels & Resorts and Taj Hotels Resorts & Palaces to improve brand awareness and for the further business expansion.

Orange Marketing Services, Japan Co., Ltd. Corporate Profile

- (1) Company Name : Orange Marketing Services, Japan Co., Ltd.
- (2) Establishment Date : June 2008
- (3) Opening Date : August 2008
- (4) Capital : JPY95 million
- (5) Investment Share : Hotel Okura Co., Ltd. 55%
: The Royal Hotel, Ltd. 45%
- (6) Representatives : Masao Taguchi (Corporate Executive Officer, Hotel Okura Co., Ltd.)
: Yohei Chishaki (Corporate Officer, The Royal Hotel, Ltd.)
- (7) Senior : Toshihiro Ogita (President, Hotel Okura Co., Ltd.)
Managements : Shigeaki Goshima (Vice President, Hotel Okura Co., Ltd.)
: Toshiyuki Kashima (Senior Managing Director, The Royal Hotel, Ltd.)
: Hidetoshi Nakaya (Executive Officer, The Royal Hotel, Ltd.)
- (8) Corporate Auditor : Kanji Maruo (Executive Officer, Hotel Okura Co., Ltd.)
- (9) No. of Employee : 50
- (10) Business Profile :
- ①Entrustment from Hotel Okura Co., Ltd. and The Royal Hotel, Ltd.
- Sales promotion and PR/advertising activities for both hotels
 - Reciprocal reservations/cancellations and loyalty programs for both hotels
 - Reorganization of sales & marketing tools and channels for both hotels, etc.
- ②New Business Activities of the Company
- Japan Acquisition of New Associate Hotels in Japan
Marketing services for overseas independent hotels in Japanese market
 - International Strategic alliance with international hotel chains (reciprocal reservation services)
Sales promotional supports in international market for new associated hotels

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