

April 8, 2015

Company Name	Seibu Holdings Inc.
Representative	President Chief Executive Officer Takashi Goto (Code No.: 9024 First Section of the Tokyo Stock Exchange)
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Facility overview decided for "The Prince Gallery Tokyo Kioicho"

opening summer 2016 in the Tokyo Garden Terrace (Project for the development of the former site of the Grand Prince Hotel Akasaka) as the highest grade of Prince Hotel

Prince Hotels, Inc. (Head office: Higashi-ikebukuro, Toshima-ku, Tokyo, representative Masanori Kobayashi), a consolidated subsidiary of Seibu Holdings Inc., is submitting this notification of the decision on the facility overview for its new hotel "The Prince Gallery Tokyo Kioicho" (hereafter referred to as "the new hotel") within the Tokyo Garden Terrace (Project for the development of the former site of the Grand Prince Hotel Akasaka) which is one of our company's biggest projects and is scheduled to open in the summer of 2016.

Details are provided below.

Details

Tokyo Garden Terrace is a complex facility consisting of 2 buildings; an "office and hotel building" featuring offices, hotels and commercial facilities, and a "residential building" featuring rental housing, with the new hotel occupying the top 7 floors (30-36th floors) of the "office and hotel building". The amazing views that can only be offered by such an upper floor location truly lend the space an artistic quality deserving of the "gallery" name, and the hotel will also feature 250 guest rooms that are both functional and comfortable, a Japanese main dining restaurant that will allow guests to enjoy the appeal of Japanese culture, an all-day dining Italian restaurant, two bars with distinct styles, lounges, a spa, fitness area and other facilities.

In terms of service, the hotel will fully utilize available IT technologies to provide seamless service through improved collection, accumulation and sharing of guest information and the hotel will aim to be "a hotel at which guests can enjoy themselves at their own pace, on or off, 24 hours a day". Stay reservations are expected to begin being accepted in January 2016.



[Tokyo Garden Terrace bird's eye view (concept)]

Project Aims

1. To be a leader in improving the value of Tokyo Garden Terrace

Towns grow and develop through a cycle whereby areas where large numbers of people visit tend to draw in even more people.

Further, we believe that hotels, which provide functions for the visiting people to gather and stay, are an indispensable element for the development and growth of a town.

Our company hopes to contribute to the future growth of Tokyo Garden Terrace through the operation of this appealing hotel, located in this prime location that is attractive for both its nature and history (Shimizudani Park, Benkei Canal), with great transportation access (accessible from 5 subway lines).

2. Respond to new needs

Prince Hotels, the operator of the new hotel, seeks to increase its customer base by accurately understanding the needs of customers, which can vary by both location and generation, and flexibly responding to those needs through various activities including the construction and renovation of hotel facilities, and operation of golf courses, ski resorts, movie theaters and aquariums.

This new hotel is not a part of any of our existing brands and incorporates solutions for new needs in the products and services it offers.

Name and logo

The name of the new hotel was decided upon in order to evoke the sense of elation one experiences when visiting an art museum gallery, and to express a new sense of appeal and impression through the highly artistic design which combines stunning views and interiors, the refined sense of hospitality which Prince Hotels has cultivated and the provision of services which functionally utilize IT technologies.

The hotel logo follows a corporate mark design philosophy which uses the "P", which is the first letter of the hotel's name, and a motif of ribbon, gently surrounding the guest, to express a continuing sense of tradition while also using a writing style which conveys the elegance inherent in the hotel's name to express that this hotel is something new and different from the existing Prince Hotels up to now.

In addition, the colors used express the sense of luxury and character that are the hotel's concept through the black coloring, as well as dignity and maturity through the use of the reddish violet color.



The Prince Gallery

Tokyo Kioicho

["The Prince Gallery Tokyo Kioicho" logo]

User segments

The new hotel will seek to continue to appeal to "existing customers" such as members of the SEIBU PRINCE CLUB and guests who supported the Grand Prince Hotel Akasaka, in addition to attracting new guests from the 30-50 year old demographics who make up the next generation customer base.

The members of this generation in particular excel at determining the value of things, and are characterized by actively investing in things they perceive as high value, being highly sensitive to cutting edge technologies and trends, and desiring simplicity in services and furnishings.

The new hotel will seek to appeal to the tastes of these individuals and their pursuit of high value and their high sensitivity, by providing highly artistic products and services which utilize IT.

Service features

The new hotel will provide services including those below based on the sense of reliability cultivated by Prince Hotels over its long years of operation, through a concept of "being a hotel at which guests can enjoy themselves at their own pace, on or off, 24 hours a day".

1. Seamless services suited to the guest's pace

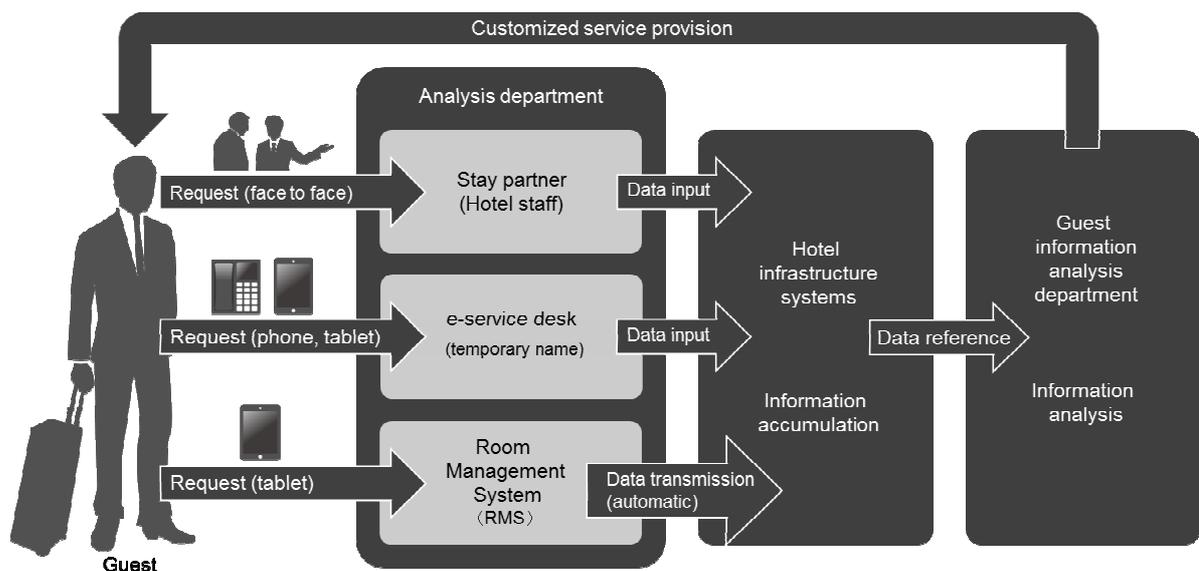
Realize seamless service suited to guest's own pace through the sharing of accumulated information such as restaurant and room service usage history, request history, anniversaries, interests, etc., in addition to more timely information such as the reason for the guest's current visit.

2. One-stop service that can quickly respond to guest requests and inquiries

The new hotel will feature an "e-service desk (temporary name)" which will serve as a central contact for responding to inquiries from guests from either telephones or the tablets to be installed in guest rooms as new communications tools. This eliminates the need for the guest to determine if they need to contact the concierge desk, reception, bellhop reception, guest room services, etc., based on the specific details of their request, instead allowing for faster service.

3. Proposal based services

A specialist department will be established which analyzes accumulated guest preferences etc. to create customized services built specially for each individual guest.



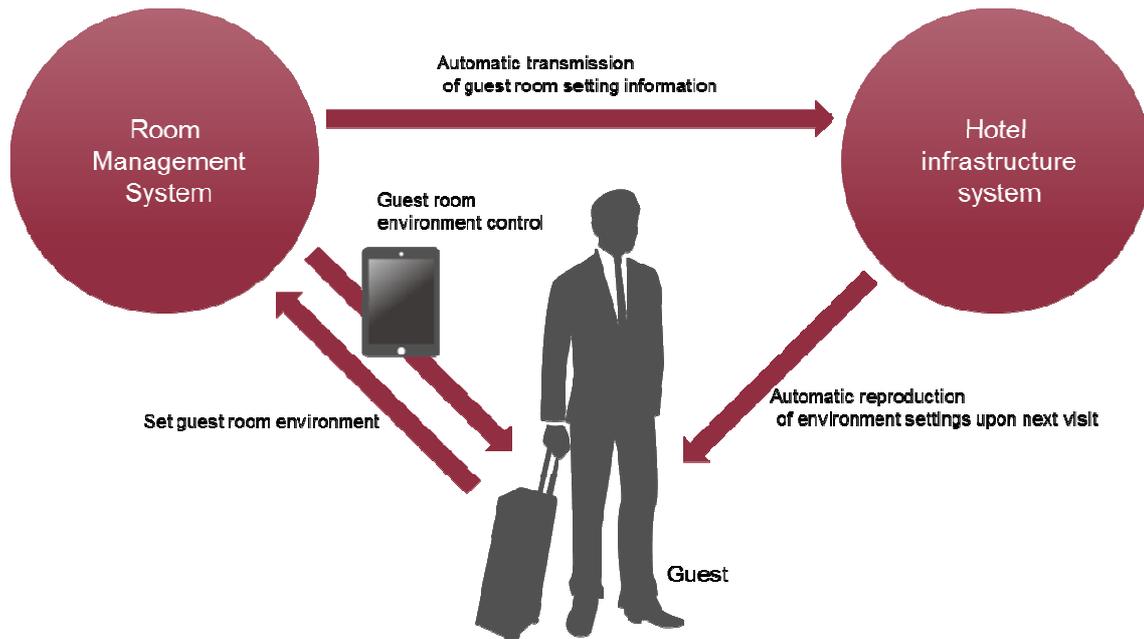
<Room management system>

The new hotel will install tablets as new communication tools.

Using the tablets guests will be able to obtain information on hotel facilities, tourism, etc., place in-room dining orders, make restaurant reservations, make requests via email, etc.

In addition, this system will also allow for intuitive control of air conditioning, lightning, opening and closing of curtains, etc., just by touching an image of the guest room on the tablet screen.

The guest management system also allows for the room environment information configured by the guest to be automatically stored for automatic reproduction upon the guest's next visit.



Interior design

The interior design of the new hotel will be provided by Diego Gronda, the president and creative director of Rockwell Group Europe, a design company which specializes in the creation of innovative and striking environments in the hospitality, commerce, culture and entertainment industries, making this the first hotel to be worked on by Mr. Gronda in Japan.

Diego Gronda is an international designer with over 20 years of experience working on hotels, resorts, spas, restaurants, offices, commercial spaces and other projects.



[Diego Gronda]

Facility overview

1. Reception (36th floor)

The reception front desk will be on the top floor and have a guest only lobby lounge.

Guests who are in a hurry can use the counter while guests who are in no rush can check-in and check-out from the adjacent lobby lounge.

2. Sky lobby (35th floor)

An open 2 story lobby that could be said to be the symbol of the new hotel.

Customers will be naturally directed towards the lobby by directly connecting it to the 36th floor reception area by stairs.

Guests can enjoy the kaleidoscope-like, every changing scenery of the heart of Tokyo through the floor-to-ceiling 2 story glass windows to create a truly memorable arrival experience for guests.

The lobby will also feature an open bar.



[Sky Lobby, open bar (concept)]

3. Guest rooms (30th-36th floors)

250 total guest rooms.

This new hotel will have the smallest number of guest rooms of any hotel operated by Prince Hotels in the metropolitan area in order to better customize services for each individual guest.

Guest rooms will feature day beds (not available in all rooms) installed next to the large single pane windows whose borders frame the view like a picture in order to provide guests with a sense of floating, as well as desks and shelves built into the walls, and bathrooms with clear frosted glass walls which allow for enjoyment of the view while also able to be made opaque with a flip of a single switch, all making for a highly artistic space based on design concepts of "levitation" and "framed Kaleidoscopic views".

Guest rooms will be divided into 4 categories of "suite", "grand deluxe", "club floor" and "deluxe".

Guests staying in the "suite", "grand deluxe" and "club floor" category rooms will be able to use of the 34th floor club lounge.

The club lounge will feature a dedicated reception desk and will also allow guests to enjoy breakfast, tea, cocktails and other refreshment depending on the time of day.



[Deluxe king (Concept/WINDOWS VIEW)]



[Deluxe king (Concept/BATHROOM VIEW)]

Grade	Name	Bed width	Area	No. of guest rooms
Deluxe	Executive king	1,800mm	36 m ²	9
	Deluxe twin universal	1,200mm	42 m ²	4
	Deluxe twin	1,200mm		69
	Deluxe king	2,000mm		79
	Deluxe premium twin	1,400mm	46 m ²	10
Subtotal				171
Club floor	Club executive king	1,800mm	36 m ²	2
	Club deluxe twin universal	1,200mm	42 m ²	1
	Club deluxe twin	1,200mm		24
	Club deluxe king	2,000mm		21
	Club deluxe premium twin	1,400mm	46 m ²	4
Subtotal				52
Grand deluxe	Grand deluxe corner king	2,000mm	58 m ²	11
	Grand deluxe premium king	2,000mm	62 m ²	5
Subtotal				16
Suite	Koi suite	2,000mm	95 m ²	6
	Designer suite	2,000mm	100 m ²	4
	The Prince Gallery Suite	2,000mm	148 m ²	1
Subtotal				11
Total				250

4. Restaurants, bars (35th floor, 36th floor)

The new hotel will feature 4 diverse restaurants and bars.

All of the restaurants and bars will be directly operated by the hotel and provide the flavors and service developed by Prince Hotels over its long history.

*The names of the restaurants, bars and lounges will be announced at a later date.

(1) Specialty restaurant (35th floor)

The main dining restaurant for the hotel, serving Japanese cuisine.

In addition to standard seating, the restaurant will also feature a sake bar where guests can enjoy Japanese sake, a *teppanyaki* griddle counter, sushi counter, and booths, providing various options to suit guest's preferred styles.

The interior concept will be based on an "ice concept" which will incorporate an image of enclosing seasonal materials so they stay fresh with a crystal interior tone.

[Hours] 11:30A.M.-3:00P.M., 5:30P.M.-10:00P.M. (tentative)

[Seats] 100 seats (total of standard seating, *teppanyaki* griddle counter, sushi counter and booths)



[Specialty restaurant (concept/standard seating)]

(2) All day dining (36th floor)

A casual Italian restaurant which will serve fresh-made pasta and high temperature grilled dishes, etc., throughout the day and night.

The restaurant will also offer the Grand Prince Hotel Akasaka's signature menu.

Guests will be able to enjoy buffet style and set menus for breakfast (American breakfast, continental breakfast).

The interior concept will be a "Nature in the sky" concept of a garden floating in the sky.

[Hours] 6:30A.M.-11:00P.M. (Breakfast service 6:30A.M.-10:00A.M.) *Tentative

[Seats] 118 seats



[All day dining (concept)]

(3) Open bar (35th floor)

Will be located inside the Sky Lobby and operate as a lounge during the day and a cocktail bar during the evening.

The 2 story open space and large windows will provide an overwhelming view and sense of freedom, allowing guests to enjoy the artistry of the sky.

[Hours] 11:30A.M.-5:00P.M., 5:00P.M.-1:00A.M. *Tentative

[Seats] 47 seats

(4) Old bar (3th floor)

A relaxed but dignified bar.

Will also provide booths for guests to enjoy a more private atmosphere and time.

[Hours] 5:00P.M.-12:00A.M. *Tentative

[Seats] 27 seats (including 1 private room)



[Old bar (concept)]

5. Other

(1) Spa and fitness center (Requires membership)

The hotel will also feature a member's only indoor pool, hot bath facilities, treatment rooms, and a sports gym.

The windows on the indoor pool will also allow guests to enjoy the every-changing view of the heart of Tokyo.



[Indoor pool (concept)]

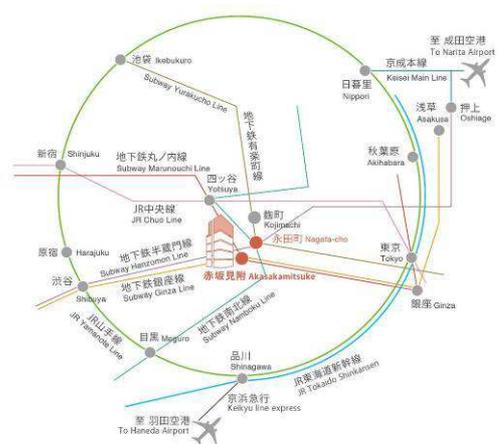
(2) Business centers, board meeting rooms, restaurant coatrooms, etc.

Access

The new hotel will offer smooth access from 5 lines (Nanboku Subway Line, Hanzomon Line, Yurakucho Line, Ginza Line, Marunouchi Line) and 2 Tokyo Metro stations (Nagatacho Station and Akasaka Mitsuke).

In addition, it is planned to provide indoor access to Nagatacho Station as well as bus and taxi stands through the Tokyo Garden Terrace 2nd floor entrance.

There are also plans to directly link the hotel to Haneda Airport and Narita Airport through airport limousine bus service to provide an environment that is easy to access from anywhere, both inside and outside of Japan.



"The Prince Gallery TOKYO KIOICHO" overview

[Name]	The Prince Gallery TOKYO KIOICHO
[Planned opening]	Summer 2016
[Operating company]	Prince Hotels, Inc.
[Address]	1-2 Kioicho, Chiyoda-ku, Tokyo 30 th -36 th floors of the Tokyo Garden Terrace office and hotel building
[Floor area]	28,700 m ²
[Interior design]	Rockwell Group Europe (Designer: Diego Gronda)
[Hotel facilities]	Guest rooms (250 rooms), restaurants and bars (4 facilities), spa and fitness center, etc.

Tokyo Garden Terrace overview

[Owner]	Seibu Properties Inc.
[Address]	1-2 Kioicho, Chiyoda-ku, Tokyo
[Site area]	Approximately 30,400 m ²
[Floor area]	Approximately 227,200 m ²
[Main usage details]	Offices Approximately 110,000 m ² Hotel Approximately 28,700 m ² Housing Approximately 22,700 m ² Commercial Approximately 10,800 m ² other
[Design/Supervision]	Nikken Sekkei Ltd.
[Exterior design]	Kohn Pedersen Fox Associates P.C.
[Total project cost]	Approximately 98 billion yen
[Planned construction period]	New construction commenced in January 2013 with construction completion estimated for May 2016
[Planned opening]	Summer 2016

<Office and hotel building overview>

[Main usage]	Offices and hotel *Offices will offer 1,000 <i>tsubo</i> (3.31 square meter units) per floor, with an 18 m wide span space Of the 24 floors, Yahoo Co., Ltd. plans to occupy 20 floors
[No. of floors]	36 stories above ground, 2 stories underground, height 180m*1 Commercial facilities: 1 st -4 th floors *4 th floor will consist of both commercial facilities and a convention hall Offices: 5 th -28 th floors *the 29 th floor will be used for facilities and not be available for regular use Hotel: 30 th -36 th floors
[Structure]	Steel construction, etc. (vibration damping structure)
[Construction company]	Kajima, Tekken, Kumagai Construction Join Venture *1 From Kioicho Dori

<Residential building overview>

[Main usage]	Residential *Approximately 135 residences
[No. of floors]	21 stories above ground, 2 stories underground, height 90 m *2

[Structure] High strength reinforcing bar concrete (Seismically isolated structure)
[Construction company] Seibu, Obayashi, Maeda Construction Join Venture
*2 From Prince Dori

*The information provided in this release is current as of April 2015, and is subject to change without notice.

■ Released materials and media presented/released materials related to "Tokyo Garden Terrace" to date

Released April 8, 2015 Facility overview decided for "The Prince Gallery Tokyo Kioicho"
Released January 13, 2015 New hotel name "The Prince Gallery Tokyo Kioicho" decided
Released December 11, 2014 Town name "Tokyo Garden Terrace" decided
Released June 19, 2014 "Kioicho project" office tenants decided
Released February 4, 2014 "Kioicho Plan (Temporary name)" certified as highest rank "Platinum(Plan)2013"
Released November 8, 2012 "Kioicho Plan (Temporary name)" project decided
Released April 28, 2010 Notice on cessation of operations of consolidated subsidiary office

• Coverage

November 18, 2013 Former Grand Prince Hotel Akasaka Old Building relocation construction media release date
February 20, 2013 New construction commencement ceremony
January 8, 2013 Media release date for jacking down related to dismantling of Former Grand Prince Hotel Akasaka using Taisei Ecological Reproduction System
March 31, 2011 Grand Prince Hotel Akasaka closing ceremony

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