

January 21, 2016

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**"The Prince Gallery Tokyo Kioicho"  
joins Starwood's luxury brand "The Luxury Collection"  
and schedules opening for July 27, 2016**

Prince Hotels, Inc. (Head office: Higashi-ikebukuro, Toshima-ku, Tokyo; President: Shigeyoshi Akasaka), a consolidated subsidiary of Seibu Holdings Inc., has affiliated with Starwood Hotels and Resorts Worldwide (Head office: Connecticut, United States; CEO: Thomas B. Mangas; Hereinafter referred to as "Starwood") to have "The Prince Gallery Tokyo Kioicho", currently under development on the site of the former Grand Prince Hotel Akasaka, join Starwood's luxury brand, "The Luxury Collection". In addition, the opening for the hotel has also been decided for July 27, 2016 with reservations to begin being accepted on February 1, 2016. Sales through Starwood are scheduled to begin on the same date.

See details below.

Details

"The Prince Gallery Tokyo Kioicho" is the highest-grade Prince Hotel being produced inside of the "Tokyo Garden Terrace Kioicho" multi-complex facility being developed by the Seibu Group which will host offices, hotels, housing, commercial facilities and conference rooms, with a project site which is historical, being the area where has the ancient and venerable history based upon the three Edo Land Lords' residences of the Kii Tokugawa Clan, Owari Tokugawa Clan and Hikone Ii Clan, from whom the name of the area is derived, historically stood, maintains a lush and abundant natural environment, and offers extremely convenient transportation access including 5 available subway lines, and more.

"The Luxury Collection" which the hotel will be joining is the luxury brand out of the 11 brands developed by Starwood, with a member list of over 100 hotels (in over 30 countries and regions worldwide) which are historically, culturally, naturally and otherwise appealing and significant.



### **Purpose of joining "The Luxury Collection"**

As the number of international visitors to Japan continues to rise as a part of the "tourism-oriented country" initiatives promoted by the public and private sectors, Prince Hotels has been working to strengthen its international sales and implement tie-ups with international hotel operators in order to further enhance its own initiatives targeting demand by international visitors and to further promote the Prince Hotels brand.

Participation in the "The Prince Gallery Tokyo Kioicho" in "The Luxury Collection" is one part of these initiatives, and by cooperating with Starwood, which maintains a large number of member customers in mainly North America and Europe, will allow Prince Hotels to further promote the appeal of the hotel and the Tokyo Kioicho area to a wider audience in order to cultivate a hotel which is loved on a global scale.

### **"The Luxury Collection" selection reasoning**

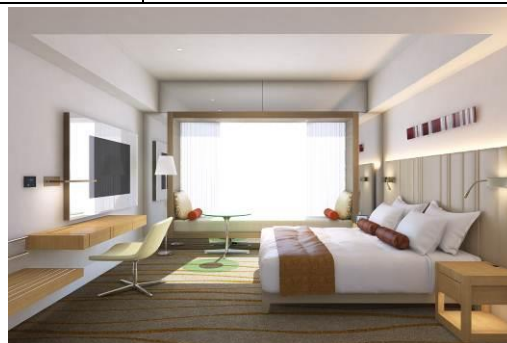
"The Luxury Collection" is a collection which features the distinctive characteristics and traditions of its member countries and regions, categorizing hotels which could be called the doorway to the various appealing aspects of their respective areas, while still respecting the independence of each hotel. Based on these features, Starwood was chosen as the optimal alliance for "The Prince Gallery Tokyo Kioicho" which is a fusion of the "Tokyo Kioicho location with its high natural and historical value", "the Prince Hotels service mindset cultivated over its many years of history and IT integrated services", and "refined spaces which fully capitalize on surrounding views and scenery".

### **Opening and reservation start date**

[Opened] July, 27, 2016 (Wed.)

[Reservations] Accepted starting February 1, 2016 (Mon.) \*Reservations can be made via the following.

Telephone Number	URL
+81-3-3234-1111 (Reception Hours: 24 hours a day)	<a href="http://www.princehotels.co.jp/kioicho/">http://www.princehotels.co.jp/kioicho/</a> <a href="http://www.luxurycollection.com/princegallerytokyokioicho/">http://www.luxurycollection.com/princegallerytokyokioicho/</a>



[Deluxe King (Concept)]



[The Prince Gallery Suite (Concept)]

## **Hotel Overview**

The interior design of the new hotel, located on the 30-36<sup>th</sup> floors of the office and hotel building, will be provided by 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 in Japan to be worked on by Rockwell Group Europe. The design melds the sweeping views with the interiors to create a sense of coherence, to provide guests with the atmosphere and sense of elation of being in an art gallery. The hotel will also feature 250 guest rooms that are both functional and comfortable, a Japanese specialty restaurant that will allow guests to enjoy the appeal of Japanese culture, an all-day dining western restaurant focusing on Italian cuisine, 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 preferences, and other 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".

In addition, the "Classic House at Akasaka Prince (former Grand Prince Hotel Akasaka Old Building)" which was first opened as the Akasaka Prince Hotel in 1955 and then later used as an annex western style building, is also being restored to its original glory, with lighting, exterior walls, and other major components reconstructed based on materials featuring the originals from the time of construction and other sources, in order to provide restaurants, cafes, bars and other facilities which harness the elegance and dignity of former days, with an expansion banquet hall also added to meet diverse modern needs and will also be able to accommodate wedding demand.

[Opening] July, 27, 2016 (Wed.)

[Address] 1-2, Kioicho, Chiyoda-ku, Tokyo

[Floor area] • Office and hotel building 30-36<sup>th</sup> floors 28,700 m<sup>2</sup>  
• Classic House at Akasaka Prince 3,007 m<sup>2</sup>

[Facilities] • Office and hotel building 30-36<sup>th</sup> floors  
Guest rooms (250 rooms), restaurants and bars (4 facilities), spa and fitness center, etc.  
• Classic House at Akasaka Prince  
Restaurant, bar (3 facilities), banquet hall (\*can be divided in 2), private rooms (12 rooms), multipurpose hall, etc.

[Interior design] Office and hotel building 30-36th floors - Rockwell Group Europe

[Guest room types]

Grade	Name	Bed width	Size	No. of rooms
Deluxe	Superior King	1,800mm	36m <sup>2</sup>	9
	Deluxe Twin Universal	1,200mm	42m <sup>2</sup>	4
	Deluxe Twin	1,200mm		69
	Deluxe King	2,000mm		79
	Deluxe Premier Twin	1,400mm	46m <sup>2</sup>	10
	<b>Total</b>			
Club Floor	Club Superior King	1,800mm	36m <sup>2</sup>	2
	Club Deluxe Twin Universal	1,200mm	42m <sup>2</sup>	1
	Club Deluxe Twin	1,200mm		24
	Club Deluxe King	2,000mm		21
	Club Deluxe Premier Twin	1,400mm	46m <sup>2</sup>	4
	<b>Total</b>			
Grand Deluxe	Grand Deluxe Corner King	2,000mm	58m <sup>2</sup>	11
	Grand Deluxe Premier King	2,000mm	62m <sup>2</sup>	5
	<b>Total</b>			
Suite	Kioi Suite	2,000mm	95m <sup>2</sup>	6
	Designer's Suite	2,000mm	100m <sup>2</sup>	4
	The Prince Gallery Suite	2,000mm	148m <sup>2</sup>	1
	<b>Total</b>			
<b>Total</b>				<b>250</b>





[Sky Lobby/Open Bar (concept)]



[Specialty restaurant (concept)]



[All-day dining (concept)]



[Spa & Fitness swimming pool (concept)]



[The Classic House at Akasaka Prince (Concept)]



[The Classic House at Akasaka Prince Bar  
(Concept)]



[The Classic House at Akasaka Prince  
Banquet/seated party style (Concept)]



[The Classic House at Akasaka Prince  
casual French restaurant (Concept)]

## **"Starwood" and "Luxury Collection" Overview**

### **1. "Starwood Hotels and Resorts Worldwide"**

Starwood Hotels and Resorts Worldwide (Head office: Connecticut, United States; CEO: Thomas B. Mangas) is a hotel and leisure business which owns and operates over 1,270 hotels and resorts in approximately 100 countries and employs a total of over 180,000 employees.

As a hotel, resort and residence owner, operator and franchiser Starwood develops the St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points by Sheraton®, Aloft®, Element®, Tribute Portfolio™, and its latest Design Hotels™.

In Starwood's leading global loyalty program Starwood Preferred Guest (SPG®) guests can use accumulated points in exchange for free stays, room upgrades, airline tickets and other amenities with no blackout days.

See [www.starwoodhotels.com](http://www.starwoodhotels.com) for details.

### **2. "The Luxury Collection"**

The Luxury Collection® is a selection of hotels and resorts offering unique, authentic experiences that evoke lasting, treasured memories. For the global explorer, The Luxury Collection offers a gateway to the world's most exciting and desirable destinations.

Each hotel and resort is a distinct and cherished expression of its location; a portal to the destination's indigenous charms and treasures. Magnificent décor, spectacular settings, impeccable service and the latest modern conveniences combine to provide a uniquely enriching experience.

The Luxury Collection began in 1906 as a collection of the most renowned and symbolic hotels in Europe under the CIGA brand. Today, The Luxury Collection is a glittering ensemble of more than 100 of the world's finest hotels and resorts in more than 30 countries. The Luxury Collection respects the individual traditions and characteristics of each member hotel while continually providing unparalleled service, elegance and dignity which exceed customer expectations and features a number of award-winning hotels. Many of the hotels boast centuries of history and all are renowned globally as the best hotels in the world.

See [www.luxurycollection.com](http://www.luxurycollection.com) for details.

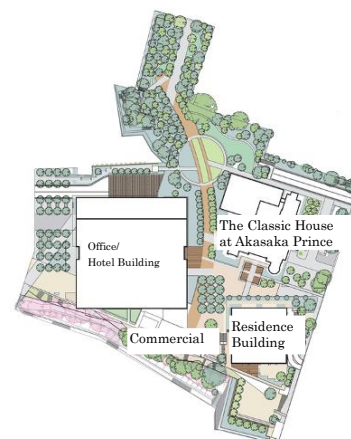
## Overview of "Tokyo Garden Terrace Kioicho"

The Seibu Group is carrying out development of multi-complex facilities through reorganization of business portfolios which incorporate offices, hotels, housing, commercial properties and conference rooms in accordance with the "Seibu Group Asset Strategy". In particular, this project is planned as a multi-complex facility which focuses on refinement of "environment", "disaster prevention" and "facility specifications" to provide comfortable spaces that are both functional and original.

Two main buildings are being constructed at "Tokyo Garden Terrace Kioicho": "Office and Hotel Building", 36-story above ground and 2-story underground, includes offices, a hotel, commercial facilities, and conference rooms, and "Residential Building", 21-story above ground and 2-story underground, has 135 units. In addition, the former residence of Yi Un (former Grand Prince Hotel Akasaka Old Building) will be preserved and restored as a symbol of the town, which is designated as one of the Tokyo's tangible cultural properties. The building is scheduled to reopen as "The Classic House at Akasaka Prince" with the latest equipment and facilities in order to meet diverse modern needs.

The surrounding area is a rare location which includes the following: many abundant natures such as Benkei Moat and Shimizudani Park, a history since Edo Period, and convenient transportation to five subway lines (Nagatacho Station and Akasaka-Mitsuke Station). Seibu Group will be promoting this project in order to further improve convenience and contribute to the invigoration of the area by aiming toward creating a "diverse international neighborhood rich in both nature and history".

Owner:	Seibu Properties Inc.
Address:	1-2, Kioicho, Chiyoda-Ward, Tokyo etc.
Site Area:	Approximately 30,400 m <sup>2</sup>
Floor Area:	Approximately 227,200 m <sup>2</sup>
Details of Main Usage:	Office Approximately 110,000 m <sup>2</sup>
	Hotel Approximately 28,700 m <sup>2</sup>
	Residence Approximately 22,700 m <sup>2</sup>
	Commercial Approximately 10,800 m <sup>2</sup> etc.
Design/Supervision:	Nikken Sekkei Ltd.
Facade Design:	Kohn Pedersen Fox Associates P.C.
Total Project Cost:	Approximately 98 billion yen
Construction Period:	January, 2013 (commencement) to May, 2016 (completion)
Grand Opening:	July 27, 2016 (Wed.)

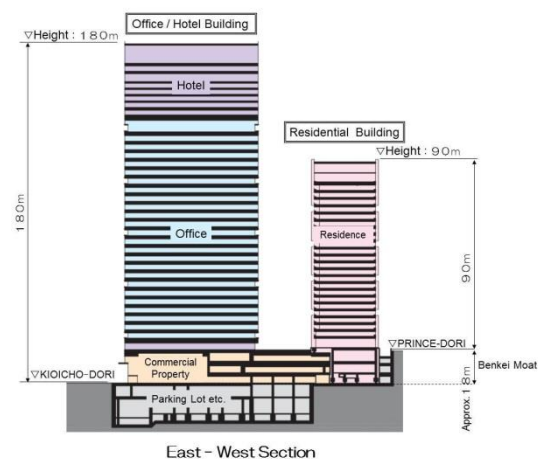


### < Overview of Office and Hotel Building >

Main Usage:	Office and Hotel
	*The hotel with 250 guest rooms will be operated by Prince Hotels, Inc.
	*The office will offer 1,000 <i>tsubo</i> (3,310 square meters) per floor with an 18-meter wide span space
	Yahoo Japan Corporation plans to occupy 20 floors out of 24
Numbers of Floor:	36 stories above ground, 2 stories underground, height: 180m (from Kioicho Dori)
Commercial Properties:	1 <sup>st</sup> -4 <sup>th</sup> floor *4 <sup>th</sup> floor will be consist of both commercial properties and conference rooms.
Offices:	5 <sup>th</sup> -28 <sup>th</sup> floor *The 29 <sup>th</sup> floor will not be available for regular use due to installation of equipment.
Hotel:	30 <sup>th</sup> -36 <sup>th</sup> floor
Structure:	Steel Framed, etc. (vibration control structure)
Construction Company:	Joint Venture of Kajima, Tekken, and Kumagai

### < Overview of Residential Building >

Main Usage:	135 units
Numbers of Floor:	21 stories above ground, 2 stories underground, height: 90m (from Prince Dori)
Structure:	High-strength reinforced concrete (Seismically isolated structure)
Construction Company:	Joint Venture of Seibu, Obayashi, Maeda
	*The information provided in these materials is current as of January 21, 2016, and is subject to change without notice.





## "Tokyo Garden Terrace Kioicho" Releases and Presented Media to Date

### • Releases

Released January 21, 2016	"The Prince Gallery Tokyo Kioicho" joins Starwood's luxury brand "The Luxury Collection" and schedules opening for July 27, 2016 (Wed.)
Released September 16, 2015	Notice of the topping-out, finalized name and logo of the town
Released August 31, 2015	Reservations accepted for banquets and weddings at "The Classic House at Akasaka Prince"
Released July 16, 2015	Business overview and determination of new name "The Classic House at Akasaka Prince" for the "former residence of Yi Un" previously loved as the former Grand Prince Hotel Akasaka Old Building
Released April 8, 2015	Facility overview of "The Prince Gallery Tokyo Kioicho" finalized
Released January 13, 2015	Determination of new hotel name "The Prince Gallery Tokyo Kioicho"
Released December 12, 2014	Town name "Tokyo Garden Terrace" finalized
Released June 19, 2014	Determination of office tenants at "Kioicho Project"
Released February 4, 2014	"Kioicho Plan (pro forma)" certified as highest rank "Platinum (Plan) 2013"
Released November 8, 2012	"Kioicho Plan (pro forma)" project determined
Released April 28, 2010	Notice on cessation of operations by consolidated subsidiary office

### • Coverage

September 16, 2015	Topping-out ceremony and announcement of facility logo
November 18, 2013	Media release date of relocation work for former Grand Prince Hotel Akasaka Old Building
February 20, 2013	New construction commencement ceremony
January 8, 2013	Media release for jacking down related to dismantling of former Grand Prince Hotel Akasaka New Building
March 31, 2011	Grand Prince Hotel Akasaka closing ceremony