

Okura Hotels & Resorts and JAL Hotels Strengthen Global Sales Network

~ Business expansion via contract with a sales & marketing co. with bases in key international cities ~

April 4, 2011, Tokyo – Hotel Okura Co., Ltd. (Headquarters: Minato-ku, Tokyo; President: Toshihiro Ogita) and JAL Hotels Co., Ltd. (Headquarters: Shinagawa-ku, Tokyo; President: Marcel P. van Aelst) have announced that the companies are reorganizing and expanding their sales offices in order to strengthen sales activities outside Japan for their hotel chains starting on April 1, 2011.

In addition to ten existing Okura Hotels & Resorts sales offices, five in Japan in Sapporo, Tokyo, Nagoya, Osaka and Fukuoka; and five outside Japan in Korea (Seoul), Hong Kong, Taiwan (Taipei), North America (Denver) and Europe (Amsterdam); the companies will assign sales representatives and share sales offices in six locations: New York, Los Angeles, London, Frankfurt, Paris and Moscow. By doing so, they intend to increase business from around the world to both chains' properties in Japan and overseas. The companies also intend to maximize business from every sector, including MICE and other group bookings, by actively exhibiting and participating in trade shows and industry conventions in various countries. The first new sales offices opened in New York and Los Angeles on April 1st, and the others will follow.

In order to strengthen their sales network, the companies have contracted with The Private Label Company, LLC (Headquarters: New York, The United States; Managing Director: Jimmy Suh), a sales and marketing company specializing in the hospitality industry. The Private Label Company (The PLC), through its sales representatives, experts in each market and the industry, will promote Okura Hotels & Resorts and JAL Hotels brands and improve brand awareness in various markets to develop new clients for them. This is The PLC's first sales and marketing agreement within the Japanese hospitality industry.

Since Hotel Okura and JAL Hotels became partner brands on September 30, 2010, they have jointly leveraged the partnership to offer improved convenience and service to their clients. Through this enhanced sales network, these Japan-based international hospitality organizations intend to fulfill the needs of a broader clientele in the global market for superior services and facilities.

< About Hotel Okura Co., Ltd. >

Hotel Okura Co., Ltd., founded in 1958, opened its flagship hotel, [Hotel Okura Tokyo](#), in 1962. With capital of 3 billion yen, the company has extensive business operations in the hospitality and related industries, such as asset ownership, management and technical assistance and consulting. Hotel Okura Co., Ltd. manages international hotel group [Okura Hotels & Resorts](#) under its corporate philosophy, "Best A.C.S. (Accommodation, Cuisine and Service)." Since its establishment in 1978, Okura Hotels & Resorts has built a high-quality global network in and outside Japan. Okura's signature hospitality, Japanese sensibility and attention to detail blended with western high-functionality offer comfort and relaxation to guests worldwide. As of March 31, 2011, the group includes 20 hotels (15 in Japan and five overseas) with a total of 6,237 guest rooms. The company plans to open 488-room Hotel Okura Macau in 2011, as well as a 198-room hotel in Taipei and a 242-room hotel in Bangkok in 2012. For more information and photos, visit <http://www.okura.com/press/index.html>

< About JAL Hotels Co., Ltd. >

JAL Hotels Co., Ltd., a member of the [Hotel Okura Group](#), headquartered in Tokyo, operates [Nikko Hotels International](#), an international luxury hotel group. In addition to Nikko Hotels International, JAL Hotels also operates [Hotel JAL City](#), a chain of 13 mid-priced business hotels in Japan. As of March 31, 2011, JAL Hotels operates 57 hotels worldwide, in Europe, the Americas, the Middle East and throughout Japan and the Asia/Pacific. Plans for additional Nikko Hotels openings include 411-room Hotel Nikko Guangzhou, 436-room Hotel Nikko Xiamen and 475-room Hotel Nikko Suzhou in China; and 335-room Hotel Nikko Saigon in Vietnam. For more information and photos, visit <http://jalhotels.mediaroom.com>.

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< About The Private Label Company, LLC >

The Private Label Company, LLC (The PLC) is headquartered in New York City with operations in Los Angeles and major cities in South America (Sao Paulo), Europe (London, Paris, Moscow, Kiev, Frankfurt, Milan) and Asia (Shanghai, Mumbai). Launched in 2007, The PLC has become the preeminent organization in providing private label sales and marketing services to hotel companies around the world. Solutions and services of The PLC include International Private Label Sales, Professional Copywriting and Language Translation Services, Reservation and Distribution Technology and Consultation, and Localized Internet Marketing Services. Using the customized offerings of The PLC, a hotel company can greatly extend its distribution and reach to meet the growing global demands. The results are increased revenue, greater brand recognition, and enhanced value for the hotel management company.