

May 26, 2015

Keio Plaza Hotel News Release

Special Accommodation Plans including Hello Kitty Room Accommodations and Horse-racing

TOKYO - [Keio Plaza Hotel Tama](#), in Tama-city, Tokyo, will offer a special accommodation plan through a tie-up with the JRA Tokyo Racecourse that offers stay in our “Kitty Town” Hello Kitty Rooms at our Keio Plaza Hotel Tama from June 5th to November 30th, 2015. This special accommodation plan targets overseas visitors and reservations will begin being taken from May 26th and they offer reserved seating in the Fuji View Stand of the racecourse and JRA original Turfy (The character mascot of the JRA) and Hello Kitty novelty goods in addition to accommodation at our hotel. © 1976, 2015 SANRIO CO., LTD. APPROVAL No.SP560351

Four “Kitty Town” Hello Kitty themed rooms at our Keio Plaza Hotel Tama facility were opened from November 1, 2014 and have become very popular since the start of their operations. These “Kitty Town” themed rooms are decorated in a pop art style depicting Hello Kitty at amusement parks and shopping with her family and friends created by special designers adept in the Hello



Kitty brand and they reflect the role our hotel plays as a urban resort in Tokyo. The hotel bedrooms are covered uninterruptedly from ceiling to floor with wallpaper and carpets that depict Hello Kitty visiting amusement parks and shopping at department stores. Also, the headboards of beds are covered in three dimensional figures of Hello Kitty and Mimmy to remind our guests of their fond childhood memories of Hello Kitty. The Keio Plaza Hotel Tama offers special accommodation plans including stays in our Hello Kitty theme rooms and tickets to visit Sanrio Puroland, which is known as the home of Hello Kitty and located just a five minute walk away from the hotel.

The Tokyo Racecourse is located a short two minute walk away from the “Fuchu Keiba Seimonmae Station” which is easily accessible from the Keio Plaza Hotel Tama. The collaboration between the JRA and Hello Kitty has become a popular topic in Japan and to commemorate this collaboration our Hotel offers special



accommodation plans that provide aspects of the JRA in addition to Hello Kitty and Sanrio Puroland. These special accommodation plans offers guests free admission to the Tokyo race-course, reserved seating in a special Fuji view stand, a welcome pack to help novices enjoy their experience at the course (English racing program, “GO! RACING” pamphlet introducing Japan Racing Association racing, betting guide “How-to-bet”, Betting card template, a Hello Kitty & “Turfy” Hand-towel). The accommodation plan also includes a cute Hello Kitty doll designed originally for our hotel.

JRA Horse-racing and Hello Kitty Accommodation Plan

Description:

From 28,600 yen per guest (2 to 3 guests per room)

-Accommodation for one night at Keio Plaza Hotel Tama *Service fee & tax are included

-Keio Plaza Hotel's original Hello Kitty Doll

-Breakfast

-Free admission to the Tokyo Racecourse

*Horse-racing will be held on following dates:

June 6, 7, 13, 14, 20, 21, 27, 28

October 10, 11, 12, 17, 18, 24, 25, 31

November 1, 7, 8, 14, 15, 21, 22, 23, 28, 29

For more details: <http://japanracing.jp/en/information/schedule/jra/1506.html>

-The reserved seating in the Fuji View Stand

-Race Event Welcome Pack

(English racing program, "GO! RACING" pamphlet introducing Japan Racing Association racing, betting guide "How-to-bet", Betting card template, a Hello Kitty & "Turfy" Hand-towel)

Notes:

-The plan does not include transportation from our hotel to the Tokyo Racecourse.

-Please make sure to check the horse racing schedule which is only held on weekends & holidays.

-Admission ticket to the Tokyo racecourse will be given at Keio Plaza Hotel's front desk. If you plan to visit the racecourse before check-in, please pick up the ticket at the hotel with advance notification. The reserved seats are limited in number and will not be promised without advance notification.

* We also offer accommodation plans for Keio Plaza Hotel Tokyo "Plaza Premier", "Plaza Luxe" rooms,
Keio Plaza Hotel Hachioji "Executive Room", Keio Plaza Hotel Tama "Executive Room"

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