

February 2019

**The Prince Sakura Tower Tokyo, Autograph Collection
Newly Named Four-Star hotel By Forbes Travel Guide
in Its Official 2019 Star Rating Announcement**

The Prince Sakura Tower Tokyo, Autograph Collection Earns Prestigious Award;
All Ratings Showcased on ForbesTravelGuide.com

TOKYO -- (February 20, 2019) -- Forbes Travel Guide unveiled its annual Star Rating list, naming The Prince Sakura Tower Tokyo, Autograph Collection as a new Forbes Travel Guide Four-Star hotel. The Prince Sakura Tower Tokyo, Autograph Collection will be showcased with all of the Star Rating recipients on ForbesTravelGuide.com.

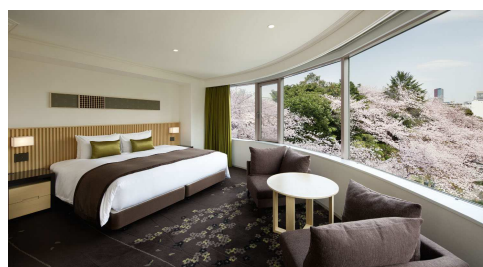
The Prince Sakura Tower Tokyo, Autograph Collection, about a three-minute walk from Tokyo's gateway, Shinagawa Station, encompasses a tranquil 20,000 m² Japanese garden. Since its establishment in 1998, numerous guests have experienced the serene beauty of nature and changing seasons while conveniently staying in the city center. The hotel, adopting the concept of 'a modern Japanese space,' is in harmony with the garden's scenery that transforms seasonally. In line with this, a large-scale renewal of all the guest rooms, the lobby, and the restaurant was carried out in 2013 and the renovated hotel now provides an even higher-quality environment for our guests. As the first Japanese hotel to join the Marriott International's "Autograph Collection," our hotel is beloved by both domestic and international guests, and, in 2018, more than half of the guests staying at our hotel were visitors from abroad.

Having been honored with this designation as a Four-Star hotel, our hotel will continue striving to be a hotel loved by guests the world over as well as locally.

The Prince Sakura Tower Tokyo, Autograph Collection is the latest addition to the luxury travel ratings that have been the gold standard in the hospitality industry since 1958.

"We are delighted to celebrate the 2019 Star Rating winners, an outstanding collection of hotels, restaurants and spas that demonstrates a strong culture of service," said Filip Boyen, Chief Executive Officer of Forbes Travel Guide.

"In a time of information overload and fake reviews online, Forbes Travel Guide is the ultimate trusted source in luxury travel," Boyen said. "Our objective, data-driven Star Rating list features properties that achieved an impeccable standard of excellence in hospitality. We congratulate everyone associated with the prestigious properties recognized today."



Guest room (Deluxe Corner King)

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About The Prince Sakura Tower Tokyo, Autograph Collection (as of February 2019)

[Opening Date] October 2nd, 1998

[No. of Guest Rooms] 288 rooms

[Restaurants] Two locations (CILIEGIO Ristorante Caffé, Japanese Restaurant NADAMAN Takanawa Prime)

[Banquet Halls] Two halls

[Other Facilities] Executive lounge*1, Sauna, Whirlpool bath and Lounge, Fitness Gym

[Telephone] +81(0)3-5798-1111 (representative)



Exterior appearance of the hotel

*1 Only open to platinum members of the SEIBU PRINCE CLUB, members who are at least Marriott Bonvoy Platinum Elites, And guests staying on the club floors of Grand Prince Hotel Takanawa and Grand Prince Hotel New Takanawa

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Seibu Group
Smiles ahead