NEWS RELEASE



March 16, 2023

The Prince Gallery Tokyo Kioicho, TAKANAWA HANAKOHRO and The Prince Akatoki London Named Five-Star Hotels, The Prince Park Tower Tokyo,

The Prince Sakura Tower Tokyo and The Hotel Seiryu Kyoto Kiyomizu Named Four-Star Hotels In Forbes Travel Guide's 2023 Star Awards

ATLANTA — (February 15, 2023) — Forbes Travel Guide ("FTG"), the only global rating system for luxury hotels, restaurants and spas, announced its 2023 Star Awards. The Prince Gallery Tokyo Kioicho, TAKANAWA HANAKOHRO, The Prince Akatoki London earned Forbes Travel Guide Five-Star hotels. The Prince Park Tower Tokyo, The Prince Sakura Tower Tokyo and The Hotel Seiryu Kyoto Kiyomizu earned Four-Star hotels award and will all be showcased with other honorees on ForbesTravelGuide.com.

The Prince Gallery Tokyo Kioicho offers spectacular views of the city from approximately 180m above ground level and a design oozing nature and art seamlessly fused with state-of-the-art features. With scenic views that make it worthy of the "Gallery" in its name and elevate the space to a work of art, the hotel has 250 guest rooms designed for functionality and comfort, Japanese main dining that offers traditional cuisine adapted to contemporary tastes as well as All-Day Dining, two distinctive Bars, a Club Lounge, and a Spa and Fitness facility. The Prince Gallery Tokyo Kioicho is also a member of the Marriott International "Luxury Collection".

TAKANAWA HANAKOHRO is a 16-room traditional Japanese inn that opened in 2016 on the premises of Grand Prince Hotel Takanawa. It is located a five-minute walk from Shinagawa Station and has a Japanese gardens covering an area of 20,000 m². The guest rooms are purely traditional Japanese-style rooms with the fragrance of tatami in the air, and they are outfitted with low beds and sofas to create a functional and serene Japanese space. The OH-SAI Lounge, exclusively for staying guests, offers a changing menu to suit the time of day: with sweets and drinks that offer a taste of Japan in the daytime, and options including sake and shochu at night. Guests can also unwind with Japanese-themed treatments at SPA TAYUTA.

The Prince Akatoki London is a luxury brand that offers guests a high-end sanctuary to recharge and experience the best of Japanese hospitality and culture, regardless of where they find themselves in the world. The brand is inspired by Japan, with service being at the forefront of everything they can expect to experience while staying with The Prince Akatoki. The Prince Akatoki invites you to slow down, breath and re-enter the world feeling new again.

Located in Shiba Park with views of the nearby Tokyo Tower, **The Prince Park Tower Tokyo** offers a blend of natural and modern scenery throughout the changing seasons. It has 33 aboveground floors, 603 guest rooms, 17 banquet halls (including a main banquet hall of about 2,400 m²), a variety of restaurants, and a Spa and Fitness facility featuring natural hot springs.

The Prince Sakura Tower Tokyo is located in the Takanawa area, about a three-minute walk from Shinagawa Station. The Sakura Tower Tokyo has excellent transit access, as well as a Japanese garden covering an area of 20,000 m². It operates under the brand of "The Prince." Its spacious and comfortable rooms are all equipped with air bathtubs, providing a space where you can unwind while enjoying seasonal views of the Japanese garden. The Prince Sakura Tower is also part of the Autograph Collection by Marriott International.

The Hotel Seiryu Kyoto Kiyomizu is located in the building of the former Kiyomizu Elementary School, which was loved by the community as a learning center for about 80 years before its rebirth as a high-quality heritage hotel. Under the concept of "Carving the future out of history," this new hotel will go above and beyond the functions required of hotels to date and will carry over into a new era the decades of history and culture built up by the school and by the local community. Throughout the building, the hotel retains traces of its elementary school days, allowing guests to experience the history and

culture passed down from generation to generation.

To view the new Star Award winners, visit ForbesTravelGuide.com.

For a detailed explanation of how Forbes Travel Guide compiles its Star Ratings, click here.

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About Forbes Travel Guide:

Forbes Travel Guide is the only global rating system for luxury hotels, restaurants and spas. Our anonymous professional inspectors evaluate based on up to 900 objective standards, with an emphasis on exceptional service, to help discerning travelers select the world's best luxury experiences. The only way to get a Five-Star, Four-Star or Recommended rating is by earning it through our independent inspection process. For more information about Forbes Travel Guide, please visit ForbesTravelGuide.com.

Five-Star Hotels

About The Prince Gallery Tokyo Kioicho:

[Opening Date] July 27, 2016

[No. of Guest Rooms] 250 rooms

[Restaurants] 4 restaurants (Contemporary Japanese cuisine, All-Day-Dining,

Cocktail Lounge and Bar, and Authentic Bar)

[Other Facilities] Club Lounge, Spa & Fitness, Business Center, Meeting Rooms, Akasaka Prince Classic House

[TEL]+81-3-3234-1111

About TAKANAWA HANAKOHRO (inside Grand Prince Hotel Takanawa):

[Opening Date] Reopened as Takanawa Hanakohro inside Grand Prince Hotel Takanawa on November 1st, 2016.

[No. of Guest Rooms] 16 rooms

[Other Facilities] Lounge OH-SAI, SPA TAYUTA

*Grand Prince Hotel Takanawa

[Opening Date] November 18th, 1953

[No. of Guest Rooms] 388 rooms

(including the No. of rooms in TAKANAWA HANAKOHRO)

[Restaurants] 8 restaurants (French cuisine, Japanese cuisine, Teppanyaki and Steak, Lounge, Bar,

Japanese Tea House and a Private Restaurant)

[Banquet and Meeting Rooms] Prince Room and 20 others

[Other Facilities] Business Rooms, Fitness Room, Wedding Salon, Chapel, Shinto Temple, Japanese garden, etc.

[TEL]+81-3-3447-1111





About The Prince Akatoki London:

[Opening Date] September 16th, 2019
[No. of Guest Rooms] 82 rooms
[Restaurants] 1 restaurant (Western and Japanese cuisine)
[Other Facilities] Lounge & Bar, Meeting Rooms, Co-working space, Gym, etc.
[Tel] +44 (0)207 724 4700



Four-Star Hotels

About The Prince Park Tower Tokyo:

[Opening Date] April 11th, 2005 [No. of Guest Rooms] 603rooms [Restaurants] 12 restaurants

(Japanese, Western, and Chinese cuisines, Lounge, Main Bar, etc.)
[Banquet and Meeting Rooms] Ballroom, Convention Hall, 17 rooms in total
[Other Facilities] Wedding Salon, Chapel, Shinto Temple, Spa & Fitness Center
(members only), Bowling Salon, etc

[TEL]+81-3-5400-1111



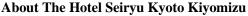
[Opening date] October 2, 1998 [Number of rooms] 288 rooms

[Restaurants] 2 restaurants (Japanese cuisine and Italian cuisine)

[Banquet hall] Conference Floor

[Other facilities] Spa, Sauna & Whirlpool Bath, Fitness Gym, Relaxing Lounge, and Business Center, etc.

[TEL]+81-3-5798-1111



[Opening date] March 22, 2020 [Number of rooms] 48 rooms [Restaurant] 1 restaurant (Western cuisine) [Other facilities] Guest Lounge, Fitness Gym, Private Baths, etc. [TEL]+81-75-532-1111







About Seibu Prince Hotels Worldwide, Inc

Seibu Prince Hotels Worldwide, Inc. is a core company of the Seibu Group and the operating company of Prince Hotel and other accommodation facilities, ski resorts, golf courses, as well as other leisure facilities in Japan and abroad.

In addition to the four brands of The Prince, Grand Prince Hotel, Prince Hotel, and Prince Smart Inn, our subsidiary

StayWell Holdings Pty. Ltd. also operates the six brands of The Prince Akatoki, Policy, Park Regis by Prince, Park Regis, Park Proxi and Leisure Inn overseas, for a total of ten diverse brands ranging from luxury hotels to limited service hotels. Across these brands, we operate a total of 84 hotels (including membership-exclusive hotels) in major Japanese cities and resort areas such as Tokyo, Karuizawa, Hakone, and Kyoto, as well as in major cities around the world in Asia, the Middle East, Oceania, the United States, and Europe.

As a company focused on hotels and leisure as its core business, we strive to provide the highest-quality service in the entire industry and develop our business in an asset-light manner to achieve our goal of expanding our hotel network to 250 hotels in Japan and abroad and building a global hotel chain network.