

For Immediate Release

Gurunavi, Inc.
Tokyu Corporation
Tokyo Metro Co., Ltd.

Announcing the Addition of Four New Participants in a Tourist Information Service for International Visitors to Japan

and

A New Official Name for the Service: “LIVE JAPAN PERFECT GUIDE TOKYO”

*Communicating the best of Japan through a “one-stop guide service”
that adds a railway and transport network*

LIVE JAPAN
PERFECT GUIDE TOKYO

Tokyo Japan-November 25, 2015 —Gurunavi, Inc. (head office: Chiyoda Ward, Tokyo; president: Seiichiro Kubo), Tokyu Corporation (head office: Shibuya Ward, Tokyo; president: Hirofumi Nomoto), and Tokyo Metro Co., Ltd. (head office: Taito Ward, Tokyo; president: Yoshimitsu Oku)—announce the addition of four new companies as participants in a tourist information service for international visitors to Japan. This new service is currently undergoing joint development toward a scheduled start in spring 2016. We also announce that the official name of this service will be “LIVE JAPAN PERFECT GUIDE TOKYO.”

■ The four new participating companies (alphabetical order)

- Odakyu Electric Railway Co., Ltd. (head office: Shinjuku Ward, Tokyo; president: Toshimitsu Yamaki)
- Seibu Railway Co., Ltd. (head office; Tokorozawa City, Saitama; president: Hisashi Wakabayashi)
- Tobu Railway Co., Ltd. (head office; Sumida Ward, Tokyo; president: Yoshizumi Nezu)
- Yamato Transport Co., Ltd. (head office: Chuo Ward, Tokyo; president: Yutaka Nagao)

Our endeavor to build a consortium of leading companies in the fields of passenger and cargo transport and communications forms the foundation of the new service. We therefore welcome the addition of these four new participants as something that will make the service even stronger. Through the service, we will provide “living” information from communities along train lines that is expressly aimed at tourists. We will also glean the latest trends by examining the activity histories of international visitors who use the service. Moreover, we plan to study introducing new initiatives in the cargo transport sector, which is an area of strong demand among international visitors.

As a sightseeing guide for international visitors, the service will present precise and detailed tourist information that is unavailable through existing services in real time. It will also be a convenient “one

stop” user interface that international visitors can use throughout their stay in Japan.

Our intention is to increase the number of repeat visitors to Japan by creating new tourist spots and providing information on Japan’s abundant charms, while also highlighting the natural, historical, and cultural aspects that make Japan attractive as a tourist destination. At the same time, we wish to contribute to community revitalization by attracting visitors to areas along train lines, and to take substantive steps that will help Japan achieve its goal of becoming a “nation built on tourism.”

■ About the service’s name and logo

The name, “LIVE JAPAN PERFECT GUIDE TOKYO,” clearly articulates the service’s standing as a provider of “living” tourist information, of knowledge that is precise, detailed, and the very latest. With a’s that resemble legs, the logo conveys the fun, joy, and excitement of traveling to new places. It inspires a positive mood and a desire to go from one place to the next.

LIVE JAPAN
PERFECT GUIDE TOKYO

The design adds “TOKYO,” denoting the target region, to the service name “LIVE JAPAN PERFECT GUIDE.” (An application for trademark registration has been submitted.)

■ **Participating companies (executive office)**

- Gurunavi, Inc.
- Tokyu Corporation
- Tokyo Metro Co., Ltd.

■ **Participating companies (alphabetical order)**

- Airport Transport Service Co., Ltd.
- All Nippon Airways Co., Ltd.
- Bureau of Transportation. Tokyo Metropolitan Government
- Keikyu Corporation
- Keisei Electric Railway Co., Ltd.
- Narita International Airport Corporation
- NTT Broadband Platform, Inc.
- Odakyu Electric Railway Co., Ltd.
- Seibu Railway Co., Ltd.
- Tobu Railway Co., Ltd.
- Yamato Transport Co., Ltd.

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