

February 25, 2011



Information from Central Japan

“FLEX JAPAN” Sightseeing Package for Overseas Visitors to Japan

This spring, in cooperation with JTB-GMT (*), JR Central will begin advertising its new Japan sightseeing tour package “FLEX JAPAN (**)” for overseas visitors to Japan on web sites that target overseas customers.

The Tokaido and surrounding regions offer some of the best scenic, historical, cultural, commercial, industrial, and entertaining sightseeing opportunities in Japan. So, we thought about how we could offer an unprecedented style of sightseeing for overseas visitors that makes use of Japan's railway network and centers around use of the Tokaido Shinkansen.

The new products developed based on this idea came from the following concepts.

For example:

“If it's sunny, let us ride to Shizuoka and see Mt. Fuji from the train.”

“If it's rainy, let us go to the SCMAGLEV and Railway Park in Nagoya and learn about Japan's high-speed railway history. Then, when the rain stops, we can go to Kyoto and visit the gardens as the new leaves are growing.”

Travel on a whim and go to the best places on the best days.

With over 300 services per day the "Tokaido Shinkansen" Bullet Train will help get you there.

FLEX JAPAN - a new way to see Japan.

“FLEX JAPAN” products to be offered in the spring are as follows.

By listening to the opinions of customers and input from local communities, we hope to make these products long-running bestsellers.

(*) JTB-GMT (Global Marketing & Travel) is a company within the JTB Group that caters to overseas tourists. JR Central has been collaborating with this company since 2003, when it launched “The Shinkansen Tour” travel product for overseas visitors to Japan.

(**) “FLEX” is an abbreviated form of the word “flexible”. This word is used with the intention of allowing customers to freely take advantage of the Tokaido Shinkansen, which is a high-speed railway that is superior in terms of safety and reliability, and unparalleled in the world in terms of the number of services operated per day.

“FLEX JAPAN” Products

1. Stay-over products for Central Japan – *New!!*

“CENTRAL JAPAN STAY & RAIL- EXCURSION TICKET”

3 or 5 night stay-over package with excursions to Kyoto, Fuji, etc. (Non-reserved seating)

- Allows overseas visitors to stay in Central Japan, which has great access to popular tourist locations (Kyoto, Shizuoka, Ise, Takayama and Kanazawa).
- During their stay, tourists can take day trips to tourist spots using non-reserved seats on the Shinkansen, along with conventional line limited express services.

2. Open ticket products - *New!!*

“CENTRAL JAPAN FLEX- RAIL TICKET”

Bullet Train (Shinkansen) Open Ticket Package (Non-reserved seating)

- This reservation from overseas is for an open ticket that is good for one month. After arriving in Japan, these visitors will choose a "start date" that best suits their schedule. The reservation is then exchanged for a round-trip Shinkansen ticket that is valid for 7 days from their "start date."
- Non-Reserved Seats on Nozomi, Hikari, and Kodama services can be used.
- This package will initially be offered for trips between Tokyo/Shinagawa and Kyoto.

3. Round-trip with Accommodations Products – *Existing Product*

“The Shinkansen Tour”

Bullet Train + Accommodation Bargain Package

- Since the launch of this product in 2003, it has become quite popular among foreign visitors looking for quick-and-easy travel packages that can be used when time allows, such as during business trips to Japan.
- This travel product freely allows customers to combine reserved seating on Nozomi, Hikari or Kodama services with accommodations at the location of their choice, such as Kyoto. This product will continue being featured.

*Please see the attachment for further product details.

[Product Overview]

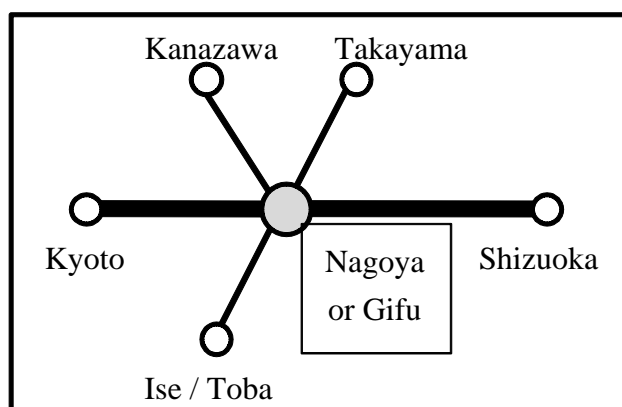
1. Stay-over products for Central Japan – *New!!*

“CENTRAL JAPAN STAY & RAIL- EXCURSION TICKET”

3 or 5 night stay-over package with excursions to Kyoto, Mt. Fuji, etc. (Non-reserved seating)

(1) Product Details

- This travel product comes as a set that offers accommodation in the Central Japan area along with non-reserved tickets (round-trip) for the Shinkansen and local line limited express services.
- Customers may choose to stay in either Nagoya (Nagoya Marriott Associa Hotel) or Gifu (Gifu Miyako Hotel) for either 3 or 5 nights.
- During their stay, visitors can use the Shinkansen or local line express services to travel round-trip between Nagoya or Gifu and the following areas: Kyoto, Shizuoka, Ise, Takayama or Kanazawa. Visitors staying 5 nights may visit 3 cities, while visitors staying for 3 nights may visit 2 cities.
- This product is perfect for customers that wish to travel to popular tourist destinations quickly during their stay, since large luggage can be left at the hotel and internationally famous tourist spots can be visited within a short amount of time



(2) Reservations

-Reservations can be made directly through JAPANiCAN.com (<http://www.japanican.com>), a website run by JTB-GMT for overseas visitors to Japan. Customers can choose from several different destination combinations.

-Reservations can be paid for by credit card and the tickets are delivered directly to the accommodating hotel.

(3) Price

-50,000 JPY (5 nights + JR round-trip tickets to 3 cities)

-36,000 JPY (3 nights + JR round-trip tickets to 2 cities)

*Accommodation in destination cities can be added if desired. Customers who wish to do so should apply directly through JAPANiCAN.com. (separate fee required)

(4) Availability

Tickets go on sale March 1 (Tue) for reservations starting as early as March 5 (Sat).

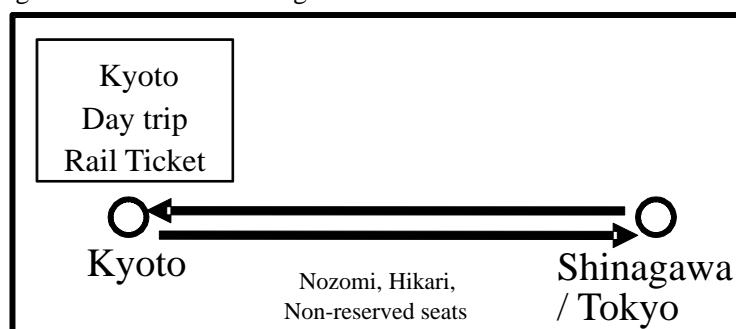
2. Open-Ticket Products – New!!

“CENTRAL JAPAN FLEX- RAIL TICKET”

Bullet Train (Shinkansen) Open Ticket Package (Non-reserved seating)

(1) Product Details

- This travel package offers a round-trip ticket (non-reserved seat, returning within 7 days) on Nozomi, Hikari or Kodama services between Tokyo/Shinagawa and Kyoto, along with a “Kyoto Sightseeing Day Pass” good for unlimited rides on all Kyoto City buses (excluding limited tourist routes), all city-operated subway lines, and Kyoto buses (excluding some routes).
- The open-ticket can be purchased from abroad in the form of an E-voucher, which can be exchanged for rail tickets after arriving in Japan.
- The E-voucher is valid for one month from the scheduled start of the visitor's trip. The "start date" needs to be selected and the E-voucher exchanged for rail tickets within that time.
- Visitors can exchange the voucher for rail tickets at the JR Tokai Tours office, which is located near the Tokaido Shinkansen automatic ticket gates at Tokyo or Shinagawa station. This product is perfect for visitors traveling to Japan on business who wish to visit Kyoto during their free time, since vouchers can be easily exchanged for rail tickets as long as the dates of travel have been decided.



(2) Reservations

- E-vouchers can be purchased from abroad through JAPANiCAN.com.
- Visitors should print out their online reservations and bring it with them to Japan. The vouchers can be exchanged for rail tickets after choosing a "start date" (tickets are valid for 7 days from the "start date") for their tickets.
- The price of the ticket will be deducted from the customer credit card provided during online reservation.

(3) Price

21,000 JPY

*Accommodation in Tokyo or Kyoto can be arranged if desired.

Visitors wishing to do so should make reservations directly through JAPANiCAN.com. (separate fee required)

(4) Availability

Tickets go on sale March 1 (Tue) for reservations starting as early as March 4 (Fri).

*Initially, only non-reserved seating will be offered for the two new products. We will consider expanding the area of use and offering reserved seating, based on future demand from customers.

3. Round-trip with Accommodations Products – Existing Product

"The Shinkansen Tour"

Bullet Train + Accommodations Bargain Package

(1) Product Details

- This travel package is a more reasonable version of the existing "JTB Sunrise Tour" package for overseas visitors to Japan provided by JTB. The Shinkansen Tour is a joint project by JRC and JTB, and has been offered since May 2003.
- Using an accommodation tour as a base, features such as bus tours lead by local guides are included with Shinkansen tickets as a set.

(2) Major Product Courses

- This product offers tours centering on departures from the cities closest to the 3 major international airports in Japan (Tokyo, Nagoya, and Osaka). It revolves around use of the Tokaido Shinkansen from those cities.

<Tokyo Metropolitan Area Departures>

Free exploration tours: Hakone, Kyoto, USJ (Universal Studios Japan), Hiroshima, Kyoto & Hiroshima, Takayama

Guided tours: Hakone & Kyoto, Kyoto & Himeji, Kyoto & Hiroshima, Takayama

<Nagoya Area Departures>

Free exploration tours: Tokyo, TDR (Tokyo Disney Resorts), Hakone, Kyoto, Hiroshima, Kyoto & Hiroshima, Takayama, USJ, Gero

Guided tours: Kyoto & Nara, Takayama, Kyoto & Nara & Himeji, Kyoto & Nara & Hiroshima, Nagoya City

<Kansai Region Area Departures>

Free exploration tours: Tokyo, Hiroshima, Takayama

Guided tours: Takayama & Kanazawa, Tokyo & Fuji & Hakone, Takayama

(3) Sales Channels

- Pamphlets (reservations accepted in-store up to 2 days before vacation start date)
Overseas: JTB overseas branches, overseas travel companies, JNTO (Japan National Tourism Organization) overseas offices
Japan: Tour desk at major hotels, TIC (Tourist Information Centers) at Narita & Kansai International Airports
- Online (reservations accepted up to 4 days before vacation start date)
JAPANiCAN.com