

Grand Opening of "Tokyo Eastside Hotel Kaie" - Opening Ceremony Held by Hotel Staff -

SENKO Group Holdings Co., Ltd. (Headquarters: Koto-ku Tokyo; President: Yasuhisa Fukuda) hotel operations and management group company Senko Creative Management Co., Ltd. (Headquarters: Koto-ku Tokyo; President: Hidemichi Yokota) held an opening ceremony on February 1st for "Tokyo Eastside Hotel Kaie" (Hotel Kaie) with officials and hotel staff present. The ceremony included cutting the official ribbon, *Kagami Biraki* (opening a cask of sake) and a Japanese calligraphy performance by calligrapher Keika Ogawa to commemorate the grand opening of the hotel.

On January 30th, around 320 SENKO Group customers, clients and other guests were invited to a reception party held several days before the opening ceremony. The party included a tour of the hotel facilities as well as talk shows and performances by comedians and traditional singers to promote the hotel.

In addition to leisure and business purposes, Hotel Kaie aims to attract residents from the local community as a venue to experience hospitality, relaxation, Japanese design and culinary delights of each season as a "hotel that leaves patrons with lasting memories."

<Scene from the ceremony>



Kagami Biraki—opening the sake casks



Calligraphy by Keika Ogawa

<Hotel Kaie overview>

1. Address: 2-8-11, Shiomi, Koto-ku, Tokyo, Japan (JR Keiyo Line, Shiomi Station)
2. Building structure: Steel-framed, 9 story
3. Total guest rooms: 226
(Double-bed rooms: 14, Twin-bed rooms: 184, Family rooms: 10,
Universal rooms: 1, Japanese-Western rooms: 14, Junior suite rooms: 2,
Suite rooms: 1)
4. Hotel facilities: 1F café & bar, 2F main dining, 9F Japanese restaurant,
3 multi-purpose rooms, boutique (Sanyo GB Outlet), convenience store, etc.

End.