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## NEWS RELEASE

October 29, 2018

Tetsuji Kosaki  
President and CEO  
UNIZO Hotel Company, Limited  
2-10-9, Hatchobori, Chuo-ku, Tokyo

### **Earn Points with Each Stay in Rewarding New Membership Program “UNIZO Hotel Membership” Registration and Service Begins on February 1, 2019 Double Points Promotion for One Year Starting on February 1, 2019**

The hotels of the UNIZO Group aim to provide “Unique stays—Universal satisfaction” throughout Japan under a structure of three brands: “HOTEL UNIZO”, “UNIZO INN”, and “UNIZO INN Express”.

We are pleased to announce that on February 1, 2019 we will begin service and registration for “UNIZO Hotel Membership”, in which customers can earn rewards by staying at the hotels of the UNIZO Group throughout Japan. In addition to offering General and Ladies’ membership types, we are also introducing three status levels so that customers who stay at our hotels frequently can earn even further rewards.

#### **[Member Benefits]**

- Preferential rates for room reservations (reservations can be made through our hotel website)
- Points earned in line with room charges (point reward rate varies based upon membership status)
- Points can be applied when paying for room charges, breakfast, and other expenses
- Ladies’ room discount (for Ladies’ members only; discount varies based upon membership status)
- Quick check-in

#### **[Membership Types and Point Reward Rates]**

Earn double points for even more rewards for one year starting on February 1, 2019.

Status	General Membership Types			Ladies’ Membership Types		
	General	Gold	Diamond	Ladies’	Ladies’ Gold	Ladies’ Diamond
Number of nights stayed required to reach status (Number of nights stayed counted during Jan. 1 – Dec. 31 one-year period)	9 nights or fewer	10 to 29 nights	30 nights or more	9 nights or fewer	10 to 29 nights	30 nights or more
Point reward rates (per 100 yen of room charges)						
Left rate: Ordinary		Right rate: During Double Points Promotion (February 1, 2019 – January 31, 2020)				
General room	4% → 8%	5% → 10%	6% → 12%	4% → 8%	5% → 10%	6% → 12%
Ladies’ room	5% → 10%	6% → 12%	7% → 14%	5% → 10%	6% → 12%	7% → 14%
Ladies’ room discount (per night)	—	—	—	200 yen	500 yen	1,000 yen



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### [Participating Hotels]

All hotels of the UNIZO Group (HOTEL UNIZO, UNIZO INN, and UNIZO INN Express)

### [Member Registration]

Customers may register at the front desk of any hotel of the UNIZO Group starting on February 1, 2019.

At a later date, details regarding our new membership program will be made available on our hotel website:

■ Website: <https://www.unizo-hotel.co.jp/en/>

### [For Members of the Current Membership Program]

Service for the current membership program will become unavailable on February 1, 2019, with the start of the new membership program. We sincerely apologize for the inconvenience, but customers who are enrolled in the current membership program should refer to the procedures below.

#### Hotel UNIZO / UNIZO Inn Member's Card Holders

- Current membership program points: Each point exchanged for 10 yen in cash
- Period during which exchange can be made: February 1, 2019 – January 31, 2020
- Place where exchange can be made: Front desk of any hotel of the UNIZO Group (Except Hotel UNIZO Fukuoka Tenjin.)

#### Hotel UNIZO Fukuoka Tenjin Members

- Silver Members: Awarded 1 voucher for a complimentary room upgrade for 1 night  
Black Members: Awarded 1 voucher for a complimentary single room for 1 night
- Period during which voucher can be awarded: February 1, 2019 – January 31, 2020
- Place where voucher can be awarded: Front desk of Hotel UNIZO Fukuoka Tenjin  
(Other locations will not be able to issue vouchers.)

\* When using a voucher for a complimentary room upgrade, please contact the hotel location you would like to stay at by phone beforehand to make a reservation. It is also possible to request to use a voucher at the front desk on the day of your stay.

\* When using a voucher for a complimentary single room, please contact the hotel location you would like to stay at by phone beforehand to make a reservation.

\* Please be aware that in some cases we may not be able to meet your request depending on room availability at the time of inquiry, whether you are making a reservation beforehand or requesting to use a voucher on the day of your stay.

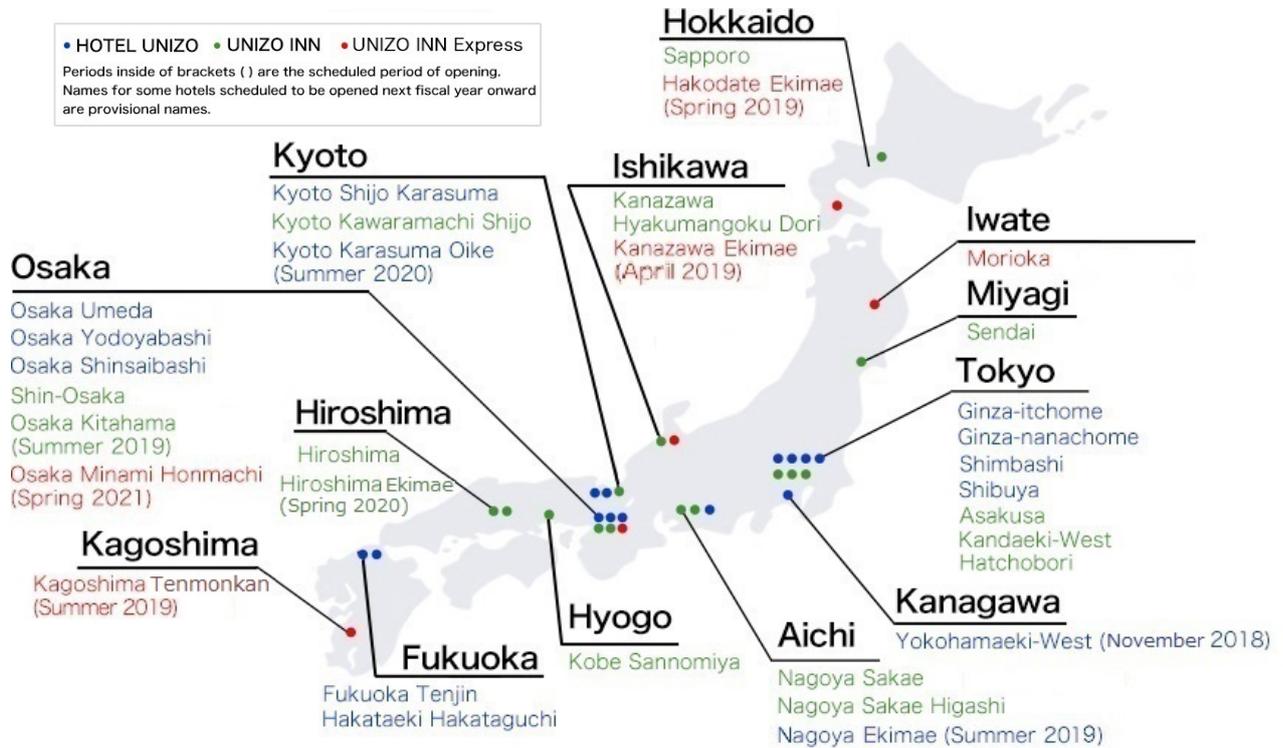
\*Please be aware that we will be unable to exchange points or award vouchers after January 31, 2020.



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### ■Hotels of the UNIZO Group (as of the date of this release)



### ■Contact

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