



April 23, 2014

Press Release

Tpoint Japan Co., Ltd.
Ichigo Group Holdings Co., Ltd.
Miyako City Co., Ltd.

Tpoint Japan and Ichigo to Issue First Shopping Center T Card

— Introducing Miyako City's Original T Card, Japan's Most Popular Loyalty Program —

Tpoint Japan Co., Ltd. ("TPJ") and Miyako City Co., Ltd. ("Miyako City"), a 100% subsidiary of full-service real estate owner/operator and clean energy producer Ichigo Group Holdings Co., Ltd. ("Ichigo"), are pleased to announce the launch of T Card at the Miyako City shopping center on April 11, 2014.

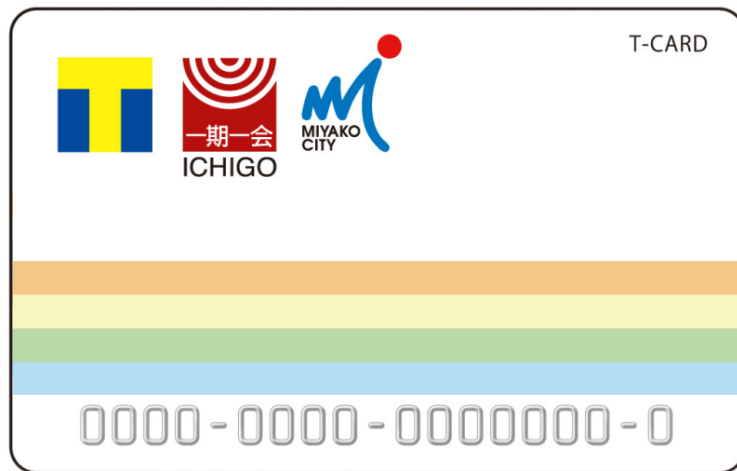
In December 2013, Miyako City, the Ichigo's shopping center in Miyazaki Prefecture in Kyushu, which is celebrating its 41st anniversary and aiming to become the No.1 choice for consumers in the region, introduced T Point loyalty program to its tenants and consumers as part of its sales campaign and to expand the T point partnership to include local restaurants, stores, and beauty salons. This new T Card designed for Ichigo's Miyako City is aimed to expand membership among consumers, support sales promotion, and invigorate the local economy. In addition, Ichigo, an owner/operator of real estate nationwide totaling over 300 billion yen, will differentiate itself from competitors by introducing the T Point loyalty program to its tenants in other retail assets.

By issuing T Card at Miyako City, TPJ's first collaboration with a shopping center, TPJ will not only aim to expand T Point loyalty program as one of the most commonly used loyalty cards, but also further rejuvenate the local economy through encouraging the use of the card in Miyazaki by 48.41 million T Members nationwide.

Going forward, TPJ and Ichigo will provide a T Point loyalty program that attracts customers of all ages.

Overview of T Card issued by Ichigo's Miyako City

- Issuance Start Date: April 11, 2014
- Member Stores: 38 stores in Miyako City
- Points Earned: 1 point for every 100-200 yen
- Points Used: 1 point is spent as 1 yen
- Issuance Fee: Free of charge



- Design: Ichigo group's businesses in Miyazaki prefecture range from real estate services at Miyako City to clean energy production at a large-scale megasolar power plant. The card was designed by Mr. Takahiro Shiraishi, planning director and representative director of White Stone Works. Each color of the horizontal lines reminds us of the rich natural environment that Miyazaki Prefecture is blessed with: orange is reminiscent of mango, yellow of citrus, green of forest, and light-blue of ocean.

(Note) Membership registration is required to use T Point. For registration, please visit T site (<http://tsite.jp/>) and enter the 16 digit T membership number shown on your T Card and other necessary information.

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