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PRESS RELEASE

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December 5th, 2007



JTB Group organizes the clean-up campaign in Akihabara for “Yokoso! Japan Weeks”, and welcome every foreign resident, visitor and Japanese to the event

“Clean and Cool Communication @AKIBA!”

—Let’s clean-up Akihabara one of the most popular spots in Tokyo among foreign visitors to foster inbound travel within Japan among foreign tourists—

“JAPANIcAN Inc.”, one of the JTB Group company organizing a website for online hotel/ ryokan and tour booking in Japan, has decided to hold a clean-up action “Clean and Cool Communication @AKIBA!” in Akihabara on January 15th, 2007. All foreign residents, foreign visitors and Japanese groups with non-Japanese citizen are warmly welcomed to this event. Prior to the opening of the “Yokoso! JAPAN WEEKS” which will start on January 20th until February 29th, our “Clean and Cool Akiba” campaign aims to further encourage overseas visitors coming to Akihabara to visit Japan, by sending out a message of “Clean and Cool Japan” to the world. “Yokoso! JAPAN WEEKS” is the one of the main projects of the “Visit Japan Campaign” which is an advanced governmental hand-in-hand within the private sectors.

<Application Guidelines>

【Date/Schedule】

Tuesday, January 15th, 2008

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| 10:00 | Meet at Akihabara (details of the meeting place will be notified separately) |
| 10:15~11:45 | Participate in clean-up around Akihabara Station. |
| 12:00 | Lunch |
| 13:30 | Wrap-up (subject to change) |

*In case of rain, the event will be postponed to Monday, January 21st

【Qualification】

Non-Japanese citizens or groups with at least more than one non-Japanese citizen who meet the following requirements (regardless of sex, age and nationality.) Parental supervision required for children under 15 years old:

- * Those who are able to come to the venue on the day of the campaign and who can speak either English or Japanese.
- * Those that have no health problems in doing 1.5 hours of cleaning-up.
- * Those who can be contacted via email through the email address written on the application form the reception date until the campaign starting date.

【Entry Fee】

Free of charge for both adults and children.

- * Transportation fee to get to the campaign site will be borne by the participant.

【Number of Expected Participants】

50

* Should the application exceed this number, participants will be determined by a lottery. Winners will be notified by email before December 30th, 2007 6pm. Those who do not receive a notification by this date, unfortunately, will not be able to participate.

【Application】

Enter required information on the application form on the campaign website.

Please note that persons whom wish to directly attend the event without first filling in our entry form will not be allowed to participate.

【Application Deadline】

Thursday, December 6th 2007 (plan) ~ Monday, December 17th, 10am (Japan Time)

【Operators of the event】

Organizer	JAPANiCAN Inc.
Co-organizer	Akihabara Tourism Promotion Association
Sponsors	The Secretariat of Visit Japan Campaign Headquarters Chiyoda City Akihabara Electrical Town Organization Akihabara Shopping District Promotion Cooperative Tourism Industry Association of Japan

What is JAPANiCAN?

A site that assists independent travelers to Japan.

A site that meets the requirements of people looking for information on Japan.

A site where people who love Japan can get together.

JAPANiCAN represents our aspiration

“**JAPAN**” is our country and your destination.

“**I**” stands for “**I**,” “**Eye**” & “**Information**.”

“**CAN**” symbolizes “unlimited potential.”

We hope our users will make Japan their next destination and become interested in our culture through **JAPANiCAN**. Come to visit our amazing country!



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