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**JAPANiCAN Inc. offers unique Japanese rural experience:
“Oku-Matsushima Fishing & Tome Rice Harvesting Tour”
to be conducted September 27, 28**

September 1st, 2008 Tokyo JAPAN

JAPANiCAN Inc., which operates the JTB Group’s website offering tours and accommodations to foreign visitors to Japan, JAPANiCAN.com, in cooperation with JTB Tohoku Inc., has announced an once-in-a-lifetime opportunity for non-Japanese to experience the lifestyle and environment of Japan’s rural countryside. On September 27th and 28th of 2008, participants in the “Oku-Matsushima Fishing & Tome Rice Harvesting Tour” will actually receive hands-on training in the ways of Japanese rural life.

Japan’s Ministry of Land, Infrastructure and Transport is seeking to increase the number of foreign visitors to Japan to ten million by the year 2010 with its “Visit Japan Campaign.” Alongside that campaign, the Japanese Ministry of Agriculture, Forestry and Fisheries has attempted to encourage tourism and exchange from urban centers to fishing and agricultural areas by enacting its “Rural Community Activation Project” last year. Miyagi Prefecture in the Tohoku region already hosts a large number of tourists from outside of Japan. According to a survey of tourism statistics in the first quarter of 2008 (January to March), Miyagi Prefecture had the largest rate of increase of foreign tourists among all prefectural and city governments (76%). In order to further increase the number of foreign visitors to Miyagi Prefecture, JAPANiCAN Inc. announces this special tour package.

In the spirit of international exchange, tour participants will learn from Okumatsushima fisherman and work side by side with Tome farmers, deepening cultural understanding on both sides. JAPANiCAN Inc. and its partners hope that tour participants will come to understand Japan’s natural beauty and “Ensure the Safety and Quality of Japan’s Food With Our Own Hands,” the theme of the 2008 Agricultural Community Renewal & Activation Project.

The tour's first stop is Okumatsushima, a small fishing village located among the vibrant landscapes of Miyagi Prefecture. Local fishermen and owners of small guesthouses will act as instructors, teaching participants the methods of basket fishing for octopus and crab that have been practiced in their village for generations, as well as various rope work techniques useful both in the fishing industry and normal life. Afterwards, on a small island in the east of Matsushima's bay, tour members will embark on a 500 meter hike through the splendor of Otakamori forest, ending with a breathtaking view of the surrounding area.

The second day will bring participants to Tome City, famous in Japan for its production of superior rice, not only a staple of Japan's diet but of its culture as well. Thanks to the efforts of JAPANiCAN Inc., the city has been introduced to the entire world through the "Rice Farming Diary" written by Tome residents and published on JAPANiCAN.com. Now, tour participants will get a chance to assist in the harvesting of that important cultural item. Besides its rice production, Tome City also has a rich and varied history. After rice harvesting, the tour will visit the "Meiji Village of Miyagi" to learn about the history of Tome City in the Meiji Era (1868-1912), before concluding the tour at Sendai Station.

JAPANiCAN Inc. is very excited to offer this rare chance to see a part of Japanese culture many Japanese themselves have never experienced. Those interested are encouraged to find out more by visiting www.JAPANiCAN.com.

Tour Outline

[Dates]

September 27 – September 28, 2008 (No cancellation for rain)

*One guide will accompany the tour from Sendai Station

[Schedule]

9/27 12:45 pm Assemble at Sendai Station West Exit Charter Bus Terminal
Okumatsushima Jomon Village Historical Museum (Orientation)
Fishing Adventure (basket fishing, rope work)
Check In (guest house)

9/28 9:00 am Check Out (guest house)
Otakamori Trekking
Tome City (rice harvesting, mochi rice cake making, cultural exchange lunch)
Tome City Meiji Village Tour

5:30 pm (estimate) Tour concludes at Sendai Station

[Participants]

Up to 25 (Tour will only be held if 20 or more participants sign up)

[Application Period]

September 1 (Monday) – September 12 (Friday), 2008 5:00 PM

[Eligible Participants]

Non-residents of Japan or groups with at least one non-resident that meet the following qualifications (Participants of any age, gender, or nationality are free to join this tour, however children 15 years of age or younger must be accompanied by a parent or guardian.)

- Tour participants must be able to communicate in English or Japanese
- Participants must not have any health conditions preventing fishing or harvesting activities
- All participants must have and provide a viable contact method until the day of the tour

[Price]

One Adult JPY 10,000 (children same price)

*Transportation, Lodging, Meals, Service Charge, Taxes Included

[Application Method]

After downloading and completing all required sections of the application form, please confirm all aspects of the terms and conditions and fax completed form to the JTB Tohoku Corporate Sales Sendai Branch Office at 022 (263) 6693 *Those arriving on the day of the tour without completing the application process will not be able to participate.

Tour Participants will receive a map outlining sightseeing areas in the Tohoku region.

[Administrating Organizations]

Tour Planning & Execution JTB Tohoku Inc. Corporate Sales, Sendai Branch Office
Sales & Promotion JAPANiCAN Inc.

*Tour details, terms and conditions can be found at www.JAPANiCAN.com

About JAPANiCAN

JAPANiCAN.com is an online hotel and tour reservation site providing visitors to Japan with all the knowledge and resources of Japan's no. 1 travel company, the JTB Group. JAPANiCAN aims to support all visitors to Japan, and all those who love Japan's culture.



* Contact on Press Relations *

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