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JAPANiCAN INVITES VISITORS TO JAPAN TO SHARE New Hotel Review Feature Connects Travelers to Japanese Tourism Industry

TOKYO, JAPAN – JTB Group company JAPANiCAN Inc. began a special campaign today encouraging its customers to share their experiences in Japan by submitting hotel reviews for publication on JAPANiCAN.com. These opinions will be closely monitored both by fellow travelers wavering between hotel choices as well as members of the Japanese tourism industry. All travelers who book a hotel or ryokan through JAPANiCAN.com and write a review by 31 May 2009 will also be eligible to win one of several prizes in a special campaign. Although the campaign has only officially started today, customer response to the review function, which began late last year, has been extremely positive.

URL: www.japanican.com

“We’ve been pleasantly surprised both by the amount of reviews submitted and by the quality of the scores coming in,” said Junichi Kumada, manager at JAPANiCAN Inc. “As the first major Japanese travel company to collect and publish comments from foreign customers, we’re excited to have a direct line to our customers from overseas.” The initial results have been extremely positive overall, with January and February reviews averaging 4.3 on JAPANiCAN’s 5-point scale.

In order to encourage more customers to submit reviews, JAPANiCAN has started a special giveaway campaign, with a digital camera, mp3 player, and various Japan-related prizes up for grabs. The contest is open to all who submit reviews until the end of May this year. Details of the giveaway can be found on JAPANiCAN’s campaign page, located at <http://www.japanican.com/campaign/review0903/index.aspx>

About JAPANiCAN

JAPANiCAN.com is an online hotel and tour reservation site providing visitors to Japan access to 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. –END–