

October 26, 2023

SEIBU PRINCE HOTELS WORLDWIDE INC.**The Kitano Hotel New York, the only Japanese-owned and operated hotel
in New York, is to be rebranded****The Prince Kitano New York will open on December 1, 2023**

SEIBU PRINCE HOTELS WORLDWIDE INC. (Headquarters: 1-16-15 Minami Ikebukuro, Toshima-ku, Tokyo President and CEO: Yoshiaki Kaneda) announced December 1, 2023 as the opening date for The Prince Kitano New York (currently The Kitano Hotel New York), the New York-based hotel to be rebranded under The Prince, our flagship brand.

The Prince Kitano New York, our hotel to use The Prince name, is the only Japanese-owned and operated hotel in New York, and as The Kitano Hotel New York, it has welcomed numerous celebrities and dignitaries from all over the world over 50 years. The hotel is located on Park Avenue, an upscale residential area. Nearby is Grand Central Terminal, a terminal station in Manhattan. And within walking distance of the hotel are Times Square and the Empire State Building, two of New York's most popular tourist attractions, making it a convenient area for both business and leisure. The hotel offers 150 guest rooms, a rooftop bar where guests can enjoy a night view of Manhattan, and more.

In April last year, we launched our full-fledged operations as SEIBU PRINCE HOTELS WORLDWIDE INC., specializing in hotel management, and we aim to make a leap forward toward becoming a global hotel chain with the slogan “Transforming Prince Hotels from a Japanese hotel chain to a global hotel chain.” Inheriting the tradition that The Kitano Hotel New York has cultivated over the years in New York and the spirit of hospitality unique to Japan, and fusing these with the values of “The Prince”—the flagship Prince Hotels brand—The Prince Kitano New York will continue to provide new experience and value.

Hotel Overview

[Hotel Name] The Prince Kitano New York

[Opening date (scheduled)] December 1, 2023

[Address] 66 Park Ave, East 38th St, New York, NY 10016

[Number of guest rooms] 150

[Additional facilities] Restaurants & bar (3), Conference rooms (3)

[Access] Five-minute walk from Grand Central Terminal

[Site area] 714 m²

[Total floor area] 9,776 m²

[Structure] 18 floors above ground, 2 floors below ground

PRINCE HOTELS USA, Inc.

Management contract with Kitano Arms Corporation



Hotel exterior

Websitehttps://www.princehotels.co.jp/kitano/rebrandopen/index_en.html

*The information in this document is current as of October 26, 2023 and is subject to change.