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September 30, 2013

JTB Corporation

USJ Co., Ltd.

NEWS RELEASE

JTB, the No. 1 company in the travel industry, and Universal Studios Japan have concluded a corporate marketing partnership contract. JTB will become the only “Official Travel Partner” of the Park.

JTB Corporation (Head Office: Shinagawa-ku, Tokyo, President and CEO: Hiromi Tagawa, hereinafter called “JTB”) and USJ Co., Ltd. (Head Office: Konohana-ku, Osaka, President and CEO: Glenn Gumpel), which is the operating company of Universal Studios Japan, have concluded a “Corporate Marketing Partnership Contract” for Universal Studios Japan. Through this agreement, as the only “Official Travel Partner” of Universal Studios Japan, JTB will develop travel packages with higher experience value jointly with the Park. Furthermore, both companies will execute joint marketing activities and aim to greatly expand the travel market in Japan by fully leveraging the strong power of Universal Studios Japan to attract customers and the extensive network of JTB, which expands from the Tokyo metropolitan area to regions throughout Japan as well as to various regions overseas. A major trigger for this move is the planned opening in the latter half of 2014 of “The Wizarding World of Harry Potter,” that will enable visitors to enjoy the world of Harry Potter in a full body experience.

The following services will be offered in the travel packages to Universal Studios Japan to be marketed by JTB from next spring onwards as the “Official Travel Partner.”

- ✓ The introduction of an “Early Entry Program”, an exclusive program for JTB customers, which will allow entrance to the Park before the time of opening. (From April 1, 2014 onwards - limited to guests staying at official hotels)
- ✓ Exclusive services that guarantee smooth experience of the highly popular contents and attractions of the Park, which offers the world best entertainment quality.
- ✓ Optional plans exclusive to JTB that will further enrich the travel experience.
- ✓ The use of the “JTB-exclusive lounge inside the Park” (planned for a limited time), etc.

By incorporating attractive privileges and services such as those listed above, we will deliver moving experiences that greatly exceed the expectations of the guests.

By forming this strong partnership, JTB and Universal Studios Japan will go on to strengthen their cooperation, not only for individual travelers, but also for corporate/affinity groups, school groups and inbound tourists. We would like to provide great touching experiences through the experience of “travel.”

General inquiries regarding Universal Studios Japan are received at the information center (Tel: 816-6465-4005). The Universal Studios Japan official website is at www.usj.co.jp and is accessible from personal computers, mobile phones, and smart phones.