

September 7, 2004



From inside stations (“Ekinaka”) to stores throughout the city (“Machinaka”), Suica cards can be used at more locations than ever

- **Suica cards, already valid for JR East trains and station shops, will soon be accepted at more sites around the city.**
 - Yoshimoto Fun Aquarium
 - Maruzen Marunouchi Store
 - Daimaru Tokyo Basement Food Court Bento Shops and Liquor Corner

Suica cards will be honored at even more stores as the network is expanded, offering cardholders greater convenience. Much more is in store for Suica users, who can look forward to a larger network.

1 Businesses participating in initial expansion of the Suica network outside stations

(1) Yoshimoto Fun Aquarium (Yoshimoto Kogyo Co., Ltd.)

- Start of Service: Friday, September 10, 2004
- Business: Aquarium
- Location: China Square Building 3F, Chuka-Odori, Chinatown, Yokohama
- * With the start of service, Yoshimoto Fun Aquarium will launch a Suica “Sui Sui” promotional campaign (Sept. 10 - Oct. 11, 2004). (See Attachment 1.)

(2) Maruzen Marunouchi Store (Maruzen Co., Ltd.)

- Start of Service: Tuesday, September 14, 2004
- * Maruzen Marunouchi Store is opening on this day.
- Business: Books and stationery
- Location: Floors 1 to 4 of Marunouchi Oazo, JR Tokyo Station Marunouchi North Exit


(3) Daimaru Tokyo Basement Food Court Bento Shops (The Daimaru, Inc.)


- Start of Service: Wednesday, October 13, 2004
- * Daimaru Tokyo is launching Suica service as part of commemorative events for their 50th anniversary.
- Business: Department store
- Location: Daimaru Tokyo, JR Tokyo Station Yaesu Central Exit
Basement Food Court Bento Shops and Liquor Corner

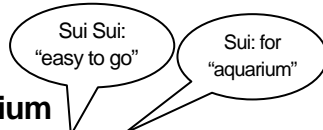
2 Shopping with Suica cards

Suica cards used for fare on JR East trains and in station shops will also be valid at participating businesses around the city.

(1) Available at the stores where this logo is displayed: 

(2) Stored value on Suica cards with this logo [] can be applied for purchases.

(3) Cards without this  logo can be exchanged free of charge for new cards at stations in designated Suica areas at vending machines for regular and commuter tickets and at ticket office windows (“Midori-no-madoguchi”).



Sui Sui with Suica promotional campaign kicks off

JR East has partnered with Yoshimoto Fun Aquarium, open since July 15 in Yokohama’s Chinatown district, to offer Suica users admission discounts. Cardholders visiting the aquarium are also entered in drawings for a chance to win great prizes. The program is humorously called the “Suica de Sui Sui” campaign (“an easy trip to the aquarium with Suica”). Don’t miss this chance for an easy trip by train to enjoy “Yoshimoto Fun Aquarium”.

1 Summary

A special admission discount to Yoshimoto Fun Aquarium is offered when by using their “Suica” card for admission during the promotional campaign. Visitors who register at a special website are also eligible to win prizes from drawings. Even those who do not win prizes from the drawings will have an extra chance to win.

2 Promotional campaign

- (1) Duration: Friday, September 10, to Monday, October 11
- (2) Visitors can take advantage of the following incentives by using their Suica card for admission during the campaign.

Promotion #1 Discounts on admission.
 Regular: Adults 1,200 yen; children 600 yen.
 Discount: Adults 1,100 yen; children 550 yen.

Promotion #2 Visitors who register at a special website are entered to win great prizes from drawings.

How to register for promotion #2

1) Sign up at the special entry website. URL: <http://www.jreast.co.jp/suisui>
 * This website accepts entries until October 11.
 * Registration is also possible after entering the aquarium.
 * This website is does not support registration using mobile phones.



2) Use a Suica card for admission Visit Yoshimoto Fun Aquarium using your Suica card for entrance
 * Cards with the [Suica logo] can be used for purchases.
 * You are still eligible to enter the drawings if you pay the balance of admission by cash.
 * Using the Suica cards for shopping only does not enter you in the drawings.



3) Win prizes Prizes are awarded by drawings. Even participants who do not win from the drawings have an extra chance.

Tickets to "Lumine the Yoshimoto"
 10 sets of tickets (20 people)

Royal Wing cruise tickets
 50 sets of tickets (total: 100 people)

JR View gift certificates (3,000 yen)
 20 winners



* Winners will be sent their prizes directly, without announcement.

Extra Chance

100 winners will be selected from participants who do not win prizes from the drawing.

The prize is a Feng Shui paper scroll tablet from Yoshimoto Fun Aquarium.



(Reference) Yoshimoto Fun Aquarium

- (1) Business name: Yoshimoto Fun Aquarium (Omoshiro Suizokukan)
- (2) Hours: 11: 00 a.m. to 8:00 p.m. (doors close at 7:30 p.m.), open year-round
- (3) Concept: Modeled after a Chinese elementary school, to experience that the aquarium is a fun place to explore the strangeness of sea creatures and the wonder of other living creatures.
- (4) Access: From the JR Negishi Line, a five-minute walk from the Ishikawacho Station, Chinatown Exit
- (5) Contact: 045-222-3211