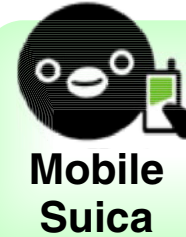


Appendix 4: Features of Mobile Suica limited express ticket services: Feature No. 1



Customers are able to select the seats of their choice from a seat map!

(1) Shinkansen reserved seats can be purchased at a price lower than non-reserved seats with ordinary magnetic tickets.

* For reservations for green car seats, there is a different setting.

* Customers failing to reserve specific seats will be given non-reserved seats.

Prices for reserved and non-reserved seats for Mobile Suica limited express ticket services are the same.

(2) It is an economical set of basic fare and a limited express ticket.

(3) Prices are fixed throughout the year. Unlike Shinkansen coupon tickets, there is no period of restriction for use.

(4) Prices are in units of 100 yen—easy to understand and affordable.

(5) Customers can view seat maps detailing the available seating on specific trains to help them choose their desired seat.

(6) Additional fares for Shinkansen customers failing to disembark at their scheduled destination will automatically be deducted from the SF (e-money) at the Shinkansen gate.

[Image of seat map function]



For instance, a customer reserving a seat on the MAX Yamabiko No. 117 could not only reserve a ticket on that particular train but, all by cellular phone, reserve seat E, a window seat, on the first floor!

