

FOR OUR VISITORS FROM OVERSEAS:
'JR EAST PASS SPECIAL' TO GO ON SALE!

AN OUTLINE OF THE 'JR EAST PASS SPECIAL'

1.Name of product: JR East Pass Special



2.Date of sales: Tuesday, 1 September 2009 - Tuesday, 1 December 2009
(Overseas sales of the exchange order will be through Friday, 20 Nov.)

3.Period for use: Tuesday, 1 September 2009 - Thursday, 31 December 2009
(Exchange of the exchange order through Tuesday, 1 Dec. 2009)

4.Price: 10,000 yen for adults / 5,000 yen for children ages 6 through 11
(There is no youth rate. Children 12 and above are the adult rate.
Children under age 6 travel free but if parents want a reserved seat for a child under 6 they will have to purchase a child-rate pass.)

5.Purchase points: The same locations as at present for the standard JR East Pass.
(The pass can also be purchased through travel agents overseas and via the foreign language versions of the JR East home page at <http://www.jreast.co.jp/e>.)

6.Exchange points: The same locations in Japan as at present for the standard JR East Pass.

7.Product features: This is a flexible 3-day Ordinary Car pass. There is no Green Car version.

- Users can choose any three days within a one-month period from the date of purchase in Japan or exchange of an exchange order purchased overseas. They have unlimited use of reserved and nonreserved Ordinary cars on those three days. Please note that Green Cars, private compartments, sleeper accommodations, Liner and Home Liner type trains are not included within this pass.
- The 'free area' covered by the pass includes the following:
 1. All JR East lines and trains: Shinkansen 'bullet trains', Limited Express trains and most local trains (except for Liner and Home Liner trains).
 2. JR East Limited Express Hakutaka, Odoriko and Super-View Odoriko operating on non-JR lines of the Izu-Kyuko and Hokuetsu-Kyuko railways.

3. JR East trains Nikko, Spacia Nikko, Kinugawa and Spacia Kinugawa operating on the non-JR Tobu line.

8. Our market:

Overseas visitors to Japan who enter with a non-Japanese passport under 'Temporary Visitor' status (90 days or less). When they exchange an exchange order purchased overseas, or purchase the pass in Japan, they must show their passports and visa status.

FOR REFERENCE

'DESTINATION NIIGATA CAMPAIGN'

- 'Destination Campaigns' are nationwide tourism promotions involving the joint efforts of regional governments, tourism organizations and all six of the JR companies.
- This autumn, from October through December, the Destination Niigata Campaign will focus on the Japan Sea coast prefecture of Niigata which is served by JR East rail lines.

うまさぎっしり新潟



JR EAST PASS

This is a special discount ticket for visitors to Japan allowing unlimited rail travel on all JR East lines and trains including Shinkansen 'bullet trains', Limited Express and Express as well as local trains. There are three versions of this pass to choose among as described in the following chart.

	Ordinary (Coach class)			Green (First class)	
	Adult Over age 25	Youth Ages 12-25	Child Ages 6-11	Adult Over age 11	Child Ages 6-11
5 Consecutive Days	20,000 yen	16,000 yen	10,000 yen	28,000 yen	14,000 yen
10 Consecutive Days	32,000 yen	25,000 yen	16,000 yen	44,800 yen	22,400 yen
Flexible 4 Days (any 4 days in a month)	20,000 yen	16,000 yen	10,000 yen	28,000 yen	14,000 yen

Locations for purchase:

- Any travel agency using the following GDS systems (approx. 150,000 locations worldwide): Abacus, Amadeus, Apollo, Galileo, Sabre or Worldspan.
- Any travel agency having a RailNet contract with AccesRail
- Via the JR East home page: <http://www.jreast.co.jp/e>.

Locations for exchange in Japan of an exchange voucher purchased overseas:

- Narita Airport: Stations and Foreign Visitor Travel Centers at both terminals
- Tokyo Station: Japan Rail Pass Exchange Counters
- Information Centers at Ikebukuro, Shibuya, Shinagawa, Shinjuku (South Exit)
- View Plaza locations at Shinjuku, Ueno, Yokohama, Sendai, Yamagata, Fukushima, Akita, Aomori, Hachinohe, Niigata, and Nagano stations.

Locations for purchase of the pass in Japan:

- Narita Airport: Stations and Foreign Visitor Travel Centers at both terminals
- Tokyo Station: Yaesu North Exit
- View Plaza locations at Shinagawa, Shinjuku, Shibuya, Ikebukuro, Ueno, Yokohama, Sendai, Yamagata, Fukushima, Akita, Aomori, Hachinohe, Niigata, and Nagano stations.